



## **It's Time to Improve Your Proposal Submissions**

**Ruba Qaqish with Banda Marketing Group presents a three part webinar series on improving your proposal submissions. The series include 3 live sessions on 3 consecutive Fridays that you can attend from the comfort of your office or your home (if you are still working from home). Each session is 1 hour long, with approx. 50 minutes of material and 10 minutes of Q&A.**

**Session 1: How is proposal writing different?  
*Friday, October 30, 2020 (10:30-11:30am)***

**Session 2: Make your proposal easier to score  
*Friday, November 6, 2020 (10:30-11:30am)***

**Session 3: How to submit quality proposals, every time  
*Friday, November 13, 2020 (10:30-11:30am)***

**What will I learn?**

High quality proposals win new business. In this lesson series, you will learn:

- What type of writing to use in your proposals?
- How to make it easy for the evaluators to score your proposal; and
- How to ensure the consistent quality of your submissions

**Who should attend?**

This webinar series is for anyone involved in writing, coordinating, managing, or reviewing the responses to bids, RFPs, or RFQs. It will benefit proposal writers, proposal coordinators, proposal managers, and those who review the submissions before they are sent to the customer.

**What can I expect?**

The series include 3 live sessions on 3 consecutive Fridays that you can attend from the comfort of your office or your home (if you are still working from home). Each session is 1 hour long, with approx. 50 minutes of material and 10 minutes of Q&A.

**Session 1: How is proposal writing different?**

In business, we write to inform, to evaluate, or to persuade. Each type of writing requires a certain structure or pattern to achieve its purpose. In this session you learn which type of writing to use in your proposals and how to structure it to meet your purpose.

**Session 2: Make your proposal easier to score**

To win, aim to help the evaluators award you as many points as possible. What better to help you do that than advice from the evaluators themselves? This session includes tips from evaluators in the government and private sectors from different industries on how you can make their jobs easier.

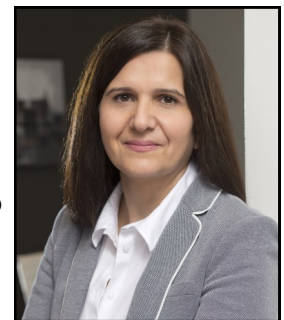
**Session 3: How to submit quality proposals, every time**

A winning proposal is both compliant and responsive. Proposal reviews ensure each one of your submissions complies with the requirements of the RFP and addresses the customer's needs. In this session you will learn who should review your proposals, when, and what they should look for.

**Who is the Instructor?**

Ruba Qaqish, B.Eng., CF APMP, is a proposal management consultant at Banda Marketing Group. Ruba works with business owners and business development teams who would like to submit compliant and responsive proposals efficiently and win more. She helps companies be proposal ready and increase their win rates through proposal best practices and improved proposal processes.

During her 18-year career, Ruba was involved in projects ranging from a few thousands to multiple million dollars. She has prepared, managed, and improved submissions in response to local, international, governmental, and non-governmental RFI's, RFPs, and RFQs in the architectural/engineering and IT industries. She worked in the Middle East, California, and recently here in Saskatchewan. She holds a chemical engineering degree from the University of Jordan and is a certified member of the Association of Proposal Management Professionals. She lives in Saskatoon with her husband and 2 sons.



**Registration****Proposal Webinar Series**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ PC: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

*I consent to receiving future electronic communication from ACEC-SK*

\_\_\_\_ Yes    \_\_\_\_ No    You may opt out at anytime.

Sessions 10:30—11:30am	Registration Deadline	Price	Registration Amount
All Three Webinars Member Rate	October 27	\$112.00	
All Three Webinars Non-Member Rate	October 27	\$150.00	
How is proposal writing different? Member Rate	October 27	\$50.00	
How is proposal writing different? Non-Member Rate	October 27	\$67.50	
Make your proposal easier to score. Member Rate	November 3	\$50.00	
Make your proposal easier to score. Non-Member Rate	November 3	\$67.50	
Who should review your proposal and when? Member Rate	November 10	\$50.00	
Who should review your proposal and when? Non-Member Rate	November 10	\$67.50	
Sub-total			
5% GST #123170623			
Total			

Payment Options (Please check one)

\_\_\_\_ Please invoice    \_\_\_\_ Cheque enclosed for \$ \_\_\_\_\_ payable to ACEC-SK

**Cancellations made after Registration Deadlines and/or no shows are not eligible for refunds. If a registrant cannot attend the event, a replacement will be accepted. ACEC-SK reserves the right to cancel this event due to insufficient registration.**

Complete Form and Return to [events@acec-sk.ca](mailto:events@acec-sk.ca)