

HOW TO BE A BID WINNER

16th March 2016
QE II Centre, London

bid-academy.com



To find out more about the
events guest speakers,
please visit bid-academy.com

UNDERSTANDING THE BID LIFECYCLE



Matthew Syed

Best-selling author of *Black Box Thinking* and feature writer at The Times



Simon Vaughan

Director of JCP Consultancy



Martin Rework

Consultant at The Nichols Group, a Fellow of the RICS and formerly Procurement Director at Crossrail



Mark Stanley

Growth strategy consultant formerly Commercial Director at Veolia



Julian Cope

Managing Director of Bid Academy



Simon Addyman

Programme Manager for London Underground on Bank Station Capacity Upgrade project



Duncan Symonds

Investment Director – IFM Investors, formerly UK Head of Infrastructure at WSP



Graham Martin

Bid Director, Major Projects at Balfour Beatty



Adnan Zeb Khan

Director at Globe Environment Consultancy

OVERVIEW

Over the last year, Bid Academy has developed its Bid Lifecycle model to define the relationship between the three vital phases of all bids: pre-tender, tender and post-tender.

The simplicity of the model is its' greatest strength, enabling our clients to pinpoint gaps in their knowledge, process or resources.

Through further discussion and surveys conducted during the 2015 we have isolated six key aspects in the Bid Lifecycle that separate bid winners from bid losers – findings that are supported by Bid Cost Research published in April 2015 by MarketingWorks supported by the University of Reading

This Bid Academy Masterclass event is thus focused on examining each one of those key aspects, supported by an outstanding line up of speakers drawn from the waste, construction and asset management sectors representing both clients and contractors.

We are delighted to welcome Matthew Syed as our special guest speaker.

Matthew is a leading columnist and feature writer for The Times.

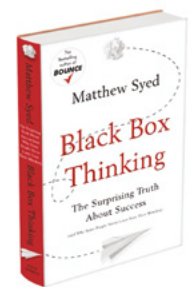
He makes authored features for the BBC current affairs programme Newsnight and regularly appears on other news programmes. Matthew graduated from Oxford University with a prize winning First in Politics, Philosophy and Economics.

Matthew Syed's first book, Bounce: The Myth of Talent and the Power of Practice, was shortlisted for the William Hill Sports Book of the Year and became a UK best-seller. His new book, Black Box Thinking was published in September 2015 to widespread acclaim.

Matthew will share with us the simple truth about learning from mistakes through astonishing case studies and practical take aways. Highly relevant to the Bid Lifecycle model, everyone who attends this masterclass event will receive a free signed copy of his new book.



*Our special guest speaker,
Matthew Syed*



*Black Box Thinking,
by Matthew Syed*

5 reasons to attend:

- **Discover the 6 key things that will improve your chance of bidding success** throughout the Bid Lifecycle
- **Understand the surprising truth about success** – how Black Box Thinking can positively change the way you approach bidding
- **Hear 12 industry-leading bid experts and clients** share their best practice experience of bidding and tendering on major infrastructure projects
- **Use our dedicated network session to meet with senior professionals** from major clients, contractors, consulting engineers and procurement
- **Pose your own burning questions and debate issues** during one of our three panel sessions on the day

Who should attend:

CLIENTS **BID DIRECTORS**
BID MANAGERS
CONSULTING ENGINEERS CONTRACTORS
WASTE CONTRACTORS
ASSET OWNERS RECYCLING MANAGERS
PROCUREMENT MANAGERS **BID WRITER**
PROJECT MANAGERS

EVENT AGENDA

08:30 Registration

09:00 Understanding the Bid Lifecycle
Opening remarks from Julian Cope

09:10 Bid Cost Survey
Philip Collard

Pre-Tender Phase

09:15 Black Box Thinking – the surprising truth about success
Special Guest Speaker, Matthew Syed

10:00 Market knowledge and customer relationship
Mark Stanley

10:20 Bid / No Bid decision making
Duncan Symonds

10:40 Panel Q&A session
Includes additional guest panel member

11:00 Break
Tea and coffee available

Tender Phase

11:30 Bid writing do's and don'ts
Julian Cope

11:50 Bid team management
Graham Martin

12:10 Bid team behavioural assessment
Key Speaker, Simon Vaughan

12:40 Panel Q&A session
Includes additional guest panel member

13:00 Lunch

Post-Tender Phase

14:00 The tender process from the client perspective
Keynote Speaker, Martin Rowark

14:30 What clients look for and expect in a negotiation
Simon Addyman

14:50 Internal & external feedback and review
Adnan Zeb Khan

15:10 Panel Q&A session
Includes additional guest panel member

15:30 Summary
Julian Cope

15:45 Break and extended networking opportunity
Tea and coffee available

17:00 Close

“The exceptional range of speakers we have attracted proves just how powerful and relevant the Bid Lifecycle is – we are very excited to share it with you.”

Julian Cope, Bid Academy

HOW TO BOOK

**BOOK YOUR
EARLY BIRD
DISCOUNT NOW**
Available until 15th
February 2016

There are two ways to book your place:

1. Through our specially launched Eventbrite page:
<http://bit.ly/1RcBCY3>
or, simply Google “Bid Academy Winner”
2. Enjoy an **additional 10% discount** by booking direct, contact us at
✉ info@bid-academy.com
☎ 01793 230276
🌐 bid-academy.com/contact-us/



Find us on social media,
and join the conversation

Bid ACADEMY® – WHO WE ARE

Bid Academy is a training and development company focused on improving our clients' bidding capability and performance. We operate in major infrastructure markets, and have enjoyed bidding success in the rail, road, waste management and defence sectors as well as high tech industry projects both in the UK and overseas.

In total, we have helped clients through tenders worth around £2bn and already have significant work lined up for 2016, including:

- intensive bid consultancy for one of the JVs bidding HS2;
- bid services to manage the quality submission for a £400m harbour expansion tender; and
- bid training across Europe for a global player in the energy market.

Our bid consultants are time-served professionals who bring calm authority, genuine industry knowledge and invaluable experience to every aspect of bidding. Our strapline is: “because every bid is unique” and we make sure that every client is treated accordingly.

“What was particularly impressive was the understanding of how the client was thinking and the ability to understand when to push and when to hold back – an excellent masterclass in tender preparation.”

CEO of Flint & Neill Ltd

Who we've helped:

DRAGADOS

HOCHTIEF

**MITSUBISHI
ELECTRIC**
Changes for the Better

**momentum
INFRASTRUCTURE**
HOCHTIEF | DRAGADOS | GALFORDS

flint neill
a COWI company

Hills

**Thomas Bow
City Asphalt**
THE CONSTRUCTION GROUP



Re-launched in 2016 as online training courses, this delivers focused learning on specific bidding topics e.g. bid/no bid, storyboards, how to write a proposal



Available as either in-house or open courses, our unique three-step approach ensures that new skills in bid writing, bid management and bid strategy quickly become second nature



We use the Bid Lifecycle model to pinpoint areas for improvement leaving you with a robust, reliable and repeatable tender process aligned with your business strategy



Specially arranged events where senior industry professionals debate current issues – a great networking opportunity which every bid writer and bid manager should attend



Providing you with hands-on bid services support just when you need it most e.g. reviewing tender submission drafts, developing strategy for a particular client or tender, bid direction/critical friend support