



## “WINNING PROPOSALS FOR FEDERAL CONTRACTS: HOW TO RESPOND TO A FEDERAL GOVERNMENT RFP”

**WORKSHOP OVERVIEW:** These workshops will cover how to develop a responsive and winning proposal in response to a request for proposal (RFP) from the Federal Government. It will focus on developing proposals for competitive, negotiated contracts as defined and regulated by the Federal Acquisition Regulation (FAR), Part 15. Looking at proposal development as a phased and repeatable process:

- The Part 1 (24 MAR10) workshop will provide practical tips for RFP analysis, and proposal strategizing, outlining, illustration, writing, reviewing, page/cover design, and packaging/delivery.
- The Part 2 (25 MAR10) workshop will amplify selected Part 1 topics and introduce other topics of interest. It will provide more details about managing proposals; planning and conducting oral presentations; developing technical, management, and cost volumes/sections; and editing, writing and reviewing proposals.

The workshop fee will provide the registrant with interactive classroom training, a copy of Proposal Writing: The Art of Friendly and Winning Persuasion by Pfeiffer and Keller (the workshop textbook), printed copies of the workshop PowerPoint slides, continental breakfast, and deli-style lunch.

Chuck Keller, owner of Keller Proposal Development & Training (KPD&T) in Pensacola, FL, has been in the proposal profession for almost 27 years. He began his proposal development career working for a major aerospace company for about seven years, and then formed KPD&T in 1990. He helps and trains clients to develop government and commercial proposals. Since 2001 KPD&T proposal workshop training for the public has attracted about 500 registrants. Chuck is the co-author of the workshop textbook, Proposal Writing. He has an MS (Technical Communication), MBA, and BS (Journalism), and is a retired Naval Reserve Commander and a former newspaper reporter. Chuck is also President and co-founder of ProposalCafe.com, a web site for those who develop government, commercial, and grant proposals.

**Date:** March 24 & 25, 2010  
**Location:** The Innovation Center  
 1636 Popps Ferry Road  
 Biloxi, MS  
**Time:** 8:30 am – 5:00 pm  
**Cost:** \$395 early registration (\$450 late registration after 03/12/10)  
*Space is limited to first 35 paid registrations.*

Please complete the registration form below and return to:

South Mississippi Contract Procurement Center  
 1636 Popps Ferry Road, Suite 203  
 Biloxi, MS 39532  
 Phone: (228) 396-1288  
 Fax: (228) 396-2520  
 e-mail: [mcdowell@mscpc.com](mailto:mcdowell@mscpc.com)

**REGISTRATION:** Advance registration with payment ONLY (no registering or paying at the door). SMCPC reserves the right to cancel this workshop if a minimum registration is not met. If this occurs, registrants will be notified in advance and will receive a 100% refund.  
**POLICY FOR REGISTRANT CANCELLATION:** Registration cancellation up to March 19, 2010: pay a \$50 cancellation fee. Registration cancellation from March 20 – 23, 2010: pay a \$150 cancellation fee. No refund will be made for a “no show” or a cancellation on March 24 - 25, 2010. Substitutions will be acceptable.

“Winning Proposals for Federal Contracts” (03/24-25/10) Registration Form (complete one per attendee)

**Name:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Check #** \_\_\_\_\_ **MasterCard** \_\_\_\_\_ **Visa** \_\_\_\_\_ **Discover** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Credit card #** \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ **Expiration date** \_\_\_\_\_ / \_\_\_\_\_

Cost of workshop includes continental breakfast, deli-style lunch, paper copy of the PowerPoint presentation, and a copy of the book Proposal Writing: The Art of Friendly and Winning Persuasion. Checks should be made payable to “SMCPC”. See registration and cancellation policies above.  
**Registration forms will not be accepted without payment.**