

How to Write Successful Tenders Workshop

Limited to
20 places*!

Public and private tenders drive majority of today's business revenue. And submitting a tender or proposal document that makes you lose out on this lucrative opportunity will not help you survive in the current economic climate. So how do you make sure your tender or proposal **stands out from the rest?**

- **Is your business playing in a cut-throat 'projects' style industry, where submitting proposals and tenders is the only way to earn real profits?**
- **Do different specialists in your team contribute to the proposal document, answering the questions most relevant to them?**
- **Months after the submission date, are you still wondering why you missed out, left with nothing more than a vague de-brief and 'thanks, but try again next time'?**

Book into this highly interactive workshop that teaches you to:

- **Avoid common mistakes** that are both expensive and extremely painful
- **Develop your own fresh and consistent style** that doesn't sound like a broken record
- **Learn the secrets** of how tenders are really assessed (actual Govt examples)
- **Easy-to-implement strategies** that put your company above the rest
- **Identify hidden hot button issues** and how to press them to your advantage

Individual attention guaranteed, especially if you bring your work for critique and comment from the trainer

What is covered in the workshop?

<p>Module One: Foundation for a successful tender and proposal</p> <ul style="list-style-type: none"> ✓ Top ten tips and tricks used by the industry's best practice tenders ✓ Common mistakes in proposals and tenders 	<p>Module Three: Strategies and Structures for Credible Tenders</p> <ul style="list-style-type: none"> ✓ Key terms to address in every tender ✓ Hot button issues: what is the client really looking for?
<p>Module Two: Effective Writing Styles for Winning Tenders</p> <ul style="list-style-type: none"> ✓ Ten common faults in business writing and how to avoid them ✓ Recognise and use good tender writing style ✓ Write as a cohesive and unified team, not broken and disjointed 	<p>Module Four: End of the Process</p> <ul style="list-style-type: none"> ✓ Editing—Decide what you need to keep and what you must trash ✓ Tender Assessment Criteria—learn how this affects your submission ✓ Compare your own tender with real examples from winning tenders

About the course presenter—Jill Nicholson

Jill Nicholson is an experienced technical and business communicator who lectured for many years at the University of Technology, Sydney (UTS). She now presents technical and business communication courses to Government Departments and to the private sector in Australia, New Zealand, the USA, and Singapore. Jill was recently involved in a major training initiative for Microsoft Services. She is a former President of the ASTC (NSW) and the Australia Chapter of the STC (Society for Technical Communication USA).

DATES & LOCATIONS IN 2010

3 AUGUST: MELBOURNE

5 AUGUST: BRISBANE

10 AUGUST: SYDNEY

Session time: 8:30am - 4:30pm
Lunch and refreshments provided

WHO SHOULD ATTEND?

- Tender writers
- Business development managers
- Commercial managers
- Sales & Accounts
- Project managers
- Estimators
- Contracts specialists
- Directors

*LIMITED PLACES

Each class is limited to twenty (20) places only. You are assured that Jill will give your questions the proper attention they deserve.

PAST PARTICIPANTS INCLUDE:

- Rider Levett Bucknall
- Donald Cant Watts Corke (DCWC)
- Leighton Contractors
- Thiess
- JOSS Construction
- C.L.M. Infrastructure
- Masterton Constructions
- Abergeldie
- Slattery Australia

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How to Write Successful Tenders Workshop

Investment

Early Bird (20% off) = \$528 inc. GST Book by 5 July 2010

Early Bird #2 = \$600 inc. GST Book by 19 July 2010

Standard = \$660 inc. GST

Select session you wish to attend:

- 3 August - MELBOURNE
- 5 August - BRISBANE
- 10 August - SYDNEY

Please complete this form and:

- **FAX** to (02) 8211 5123
- **POST** to P.O. Box 50, BAULKHAM HILLS NSW 1755
- **EMAIL** to info@kiteservices.com.au
- **ONLINE** www.kiteservices.com.au

WHEN YOU ATTEND THIS WORKSHOP, YOU WILL RECEIVE:

- Full day, interactive workshop with one of the most highly-regarded technical communicators in Australia
- Comprehensive, full-text manual with easy-to-refer appendices
- Certificate of attendance for 7 CPD points
- Workshop endorsed by the Australian Institute of Building (AIB)

DISCOUNT POLICY

A team that works together works best. Why not take advantage of our generous group discount policy and book your team?

Member of association = 5% off
Two (2) or more = 10% off

For larger teams, please contact us.

Once completed, this form is a tax invoice. ABN 85 122 495 621

Name of person/s attending (One form per person; for additional attendees please photocopy this form)

Title: _____ Name: _____ Position: _____

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How did you hear about this workshop? _____

3 easy ways to pay

- ELECTRONIC TRANSFER** to: Kite Conferences BSB: 032088 Account number: 209525 for \$_____ Please include your surname or organisation name as the reference in the transfer
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*AMEX and Diners card payments will incur a service fee of 3%.

Contact: Shuba Paheerathan on (02) 8006 1711.

Details of speakers, topics and terms and conditions are available at www.kiteservices.com.au or you may e-mail us at info@kiteservices.com.au.

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