

First Time in San Diego

FedSources & Lohfeld Consulting Group Announce: Capture Management Training Seminar



10 step capture management seminar covering everything from identifying and qualifying new business opportunities, to conducting capture reviews and managing the entire capture process.

This is a LIMITED CAPACITY event - prompt registration is encouraged.



Featuring **Robert Lohfeld**

President and CEO
Lohfeld Consulting Group, Inc.

Bob Lohfeld has more than 30 years' experience in corporate management with firms serving the government market and he is consistently recognized for leadership in business development, capture management and creating winning proposals in the government. He serves on the Board of Directors for the Association for Proposal Management Professionals (APMP National Capital Area) and is past Chairman of the Industry Advisory Council (IAC), Vice Chairman of the Technology Council of Maryland (TCM), and board member of AFCEA and GEIA. Prior to forming Lohfeld Consulting Group, Bob served as division President at Lockheed Martin, Vice President Lockheed Martin Information Technology, Senior Vice President at OAO Corp., and held technical management positions at Computer Sciences Corp. (CSC) and Fairchild Industries. He is a three-time winner of Federal Computer Week's Federal 100 Awards (1997, 1998, 1999).

WHEN:

Wednesday, January 20, 2010
8:00 AM - 4:00 PM

WHERE:

[Sheraton San Diego Hotel & Marina](#)
1380 Harbor Island Drive
Point Loma Ballroom
San Diego, CA 92101
(619) 291-2900

[Click Here](#) to Reserve Hotel Room
at Discounted Rate

REGISTRATION FEE:

Clients	\$550
Non Clients	\$695

8:00 - 8:30 AM

Registration

8:30 - 9:00 AM

Welcome and Breakfast

9:00 - 10:30 AM

Understanding the Business Development Life Cycle

Identifying and Qualifying New Business Opportunities

10:30 - 10:45 AM

Break

10:45 - 12:00 PM

Developing Your Capture Plan

STEP 1 - Becoming a Capture Manager and Forming Your Capture Team

STEP 2 - Understanding and Influencing Requirements

12:00 - 12:30 PM

Networking Luncheon

12:30 - 2:00 PM

STEP 3 - Developing Your Solution

STEP 4 - Positioning Your Company to Win

STEP 5 - Assessing the Competition

2:00 - 2:10 PM

Break

2:10 - 4:00 PM

STEP 6 - Developing Your Win Strategies

STEP 7 - Using Teaming Strategies

STEP 8 - Setting the Price to Win

STEP 9 - Assessing Risk

STEP 10 - Conducting Capture Reviews and Managing the Capture Process

4:00 PM

Seminar Concludes