

**FedSources & Lohfeld Consulting Group Announce:  
Creating Winning Proposals Seminar**



Join us for our proposal writing seminar covering everything you need to create winning proposals.

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



**Featuring**  
**Beth Wingate**

Managing Director, Proposal Development  
Lohfeld Consulting Group, Inc.  
*Creating winning proposals for government contractors*

Beth Wingate has more than 21 years' proposal development, management, and corporate communications experience. She helps clients develop proposals, improve their proposal operations, and build their corporate communications programs. Beth specializes in managing responses to large government procurements as well as task order proposals. Beth previously served as Proposal Center Director for Lockheed Martin. She is the 2009 President of the Association of Proposal Management Professionals (APMP), National Capital Area (NCA) Chapter, and served as the Chapter's President in 2008 and as *Executive Summary* Newsletter Chairperson, publisher, and editor from 2005 to 2007. Beth holds APMP professional accreditation.

**WHEN:**  
Thursday, September 10, 2009  
8:00 AM - 4:00 PM

**WHERE:**  
FedSources  
8400 Westpark Drive  
10th Floor  
McLean, VA 22102  
(703) 610-8700

**REGISTRATION FEE:**  
Clients \$550  
Non Clients \$695

Free Parking for Event Attendees

**REGISTER ONLINE NOW:**



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 Proposal roles and responsibilities, the "Dream Team," best practices framework
10:30 - 10:45 AM	Break
10:45 - 12:00 PM	Conducting Pre-proposal Preparation Assigning resources, baselining solution, creating a "Strawman," preparing for "Kickoff"
12:00 - 12:30 PM	Networking Luncheon
12:30 - 2:00 PM	Developing Your Proposal Kickoff preparations and meeting Storyboards and annotated outlines Graphics development Resumes and past performance development
2:00 - 2:15 PM	Break
2:15 - 4:00 PM	Conducting Proposal Reviews, Production, Submission, and Post-submission Activities What kinds of reviews—who, what, where, when, why, and how? Production—where the "magic" happens Post-submittal activities—you're not finished yet!
4:00 PM	Seminar Concludes