

Agenda

Presented by Dr. Mark Decker

Proposal Types and the Writing Process

Proposal types and formats:

Internal, external, unsolicited, solicited

Proposal content

The writing process

Exercises to help you retain and use what you've learned

Planning and Creating the Successful Proposal

Preparing a capture plan

Forming a proposal-writing team

Examining solicitation documents and successful proposals

for helpful information

Exercises to help you plan a successful proposal

Drafting Proposals and RFPs

Creating a proposal outline

Structure and organization

Writing process

Specific suggestions for drafting various proposal components

Writing tips for drafting RFPs and other solicitation documents

Exercises to help you draft a successful proposal

Revising and Editing the Successful Proposal

Assembling a review team

Overview of the review process

Editing for length and structure

Editing for grammar, spelling and punctuation

Editing collaboratively

Exercises to help you polish your proposal

Go beyond the typical seminar with short, fun and interactive exercises that will develop your proposal writing skills!

Writing Successful Proposals and RFPs
Baltimore, MD - Tuesday, January 16, 2018

NON-PROFIT
U.S. POSTAGE PAID
EAU CLAIRE, WI
PERMIT NO. 2016

Halfmoon Education Inc.
PO Box 278
Altoona, WI 54720-0278



Learning Objectives

You'll be able to:

Identify the form and function of all types of proposals, including internal, external, unsolicited and solicited proposals.

Prepare a capture plan and assemble a proposal-writing team.

Organize and structure your proposal with your target audience in mind.

Revise your proposal to make it persuasive and readable.

Complete short exercises throughout the day that will get you ready to create your own successful proposal.



Writing Successful Proposals and RFPs

Baltimore, MD - Tuesday, January 16, 2018



Prepare internal, external, solicited and unsolicited proposals

Learn how planning can help you assemble the information and personnel you need to create a successful proposal

Get tips on structuring and organizing a proposal that will appeal to your audience

Polish your proposal with easy tips on grammar and punctuation

Complete short, fun exercises that will get you ready to create winning proposals

Continuing Education Credits

Professional Engineers

6.0 MD Category B PDHs

7.0 PDHs in Other States

Contractors

Non-Credit Continuing Ed.

Architects

7.0 Continuing Ed. Hours*

7.0 AIA Learning Units

**Important Maryland architect details inside*



HalfMoon Education Inc.
WWW.HALFMOONSEMINARS.ORG



Faculty

Dr. Mark Decker is associate professor and assistant department chair at Bloomsburg University’s English Department, where he teaches Technical Writing and Writing Technical Manuals in support of the Professional Writing minor. Dr. Decker has PhD and MA degrees in English from The Pennsylvania State University (2001, 1997) and he graduated *summa cum laude* in English from Utah State University (1995).

While an undergraduate, Dr. Decker worked for several years as a staff writer for *Aerotech News and Review*, an aerospace and defense industry trade newspaper published in Lancaster, California. During graduate school, Dr. Decker was a member of the Leonhard Center for Technical Writing Initiative, a collaboration between Penn State’s Department of English and College of Engineering designed to promote an exchange of ideas between technical writing instructors and the scientific and engineering communities. Dr. Decker also taught Business Writing, Technical Writing, and an Advanced Technical Writing course that enrolled graduate students from technical and scientific disciplines.

After graduate school, Dr. Decker spent four years at the University of Wisconsin-Stout, where he taught Technical Writing in support of that school’s major in Technical Communication and served as the advisor for the student chapter of the Society for Technical Communication. Dr. Decker has given presentations at several national and international conferences and has published both a book and a co-edited book as well as several scholarly articles, book chapters, and encyclopedia chapters.

Here’s what past attendees had to say about the seminar and presenter Dr. Mark Decker:

“Instructor was knowledgeable and spoke dynamically. Good mix of humor to emphasize points.” – *Professional Engineer–Electrical*

“Knowledgeable and engaging.” – *Civil Engineer*

“Dynamic and informative.” – *Landscape Marketing Manager*

Seminar Information

Radisson Hotel at Cross Keys
100 Village Square, 5100 Falls Road
Baltimore, MD 21210
(410) 532-6900

Tuition

\$279 for individual registration
\$259 for three or more registrations.

Each registration includes a complimentary continental breakfast and printed seminar manual.

Receive a reduced tuition rate of \$101 by registering to be our on-site coordinator for the day. For availability and job description, please visit www.halfmoonseminars.org.

How to Register

- Visit us online at www.halfmoonseminars.org
- Mail-in or fax the attached form to 715-835-6066
- Call customer service at 715-835-5900

Cancellations: Cancel at least 48 hours before the start of the seminar, and receive a full tuition refund, minus a \$39 service charge for each registrant. Cancellations within 48 hours will receive a credit toward another seminar or the CD/manual package. You may also send another person to take your place.

Continuing Education Credit Information

This seminar is open to the public and offers up to 6.0 Maryland Category B PDHs to professional engineers in Maryland. Maryland engineers are allowed a maximum of 6.0 Category B hours of coursework per reporting period. Engineers seeking continuing education credit in other states may claim up to 7.0 PDHs for completing this seminar.

This course also offers 7.0 continuing education credit to architects in many states. The American Institute of Architects has approved this course for 7.0 Learning Units (Sponsor No. J885). **Important Maryland architect information:** Because these LUs are not deemed HSW, this course is not eligible for Maryland architects or architects licensed in other states that require all HSW coursework. Refer to specific state continuing education rules to determine eligibility.

HalfMoon Education is deemed an approved continuing education sponsor for New York architects via its affiliation with the AIA. HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana, Louisiana, Maryland, New Jersey (Approval No. 24GP00000700), New York (NYSED Sponsor No. 35), North Carolina, and North Dakota.

This course offers a non-credit continuing education opportunity to construction contractors. It has not been approved by any state contractor licensing entity for continuing education credit.

Attendance will be monitored, and attendance certificates will be available after the seminar for most individuals who complete the entire event. Attendance certificates not available at the seminar will be mailed to participants within fifteen business days.

Additional Learning

Webinar Series

Flood-Resistant Buildings

- **Floodplain Development under NFIP Standards**
Wed., Nov. 29, 2017, 11:00 AM - 12:00 PM CST
- **Building Design under NFIP Standards**
Wed., Nov. 29, 2017, 12:30 - 2:00 PM CST
- **Designing and Constructing Flood-Resistant Buildings**
Fri., Nov. 30, 2017, 11:00 AM - 12:00 PM CST
- **Designing and Constructing Foundations and Above-Grade Flood Resistance**
Fri., Nov. 30, 2017, 12:30 - 2:30 PM CST

Solar Photovoltaic Project Design and Development

- **Solar Photovoltaic Project Design and Development, Part I**
Thurs., Nov. 30, 2017, 11:00 AM - 3:15 PM CST
- **Solar Photovoltaic Project Design and Development, Part II**
Fri., Dec. 1, 2017, 11:00 AM - 2:15 PM CST

Construction Cost Estimating

- **Introduction to Cost Estimating**
Thurs., Dec. 7, 2017, 11:00 AM - 12:30 PM CST
- **Cost Components - A Closer Look at the Estimates**
Thurs., Dec. 7, 2017, 1:00 - 3:00 PM CST
- **Cost Estimate Organization**
Fri., Dec. 8, 2017, 11:00 AM - 1:00 PM CST
- **Cost Estimating Topics**
Fri., Dec. 8, 2017, 1:30 AM - 3:00 PM CST

Retaining Walls and Slope Stabilization

- **Retaining Wall Basics**
Thurs., Dec. 14, 2017, 11:00 AM - 12:00 PM CST
- **Geosynthetics and Retaining Walls**
Thurs., Dec. 14, 2017, 12:30 - 2:30 PM CST
- **Slope Stability and Geosynthetics**
Fri., Dec. 15, 2017, 11:00 AM - 12:30 PM CST
- **Slope and Retaining Wall Failures, Fixes and Prevention**
Fri., Dec. 15, 2017, 1:00 - 2:30 PM CST

For more information visit:
www.halfmoonseminars.org/webinars/

Can’t Attend? Order the CD/Manual Package:
An audio recording of this seminar is available for \$289 (including shipping). Allow five weeks from the seminar date for delivery. Please refer to specific state licensing rules or certification requirements to determine if this learning method is eligible for continuing education credit.

Registration

Writing Successful Proposals and RFPs
Baltimore, MD - Tuesday, January 16, 2018

How to Register	Registrant Information
Online: www.halfmoonseminars.org	Name: _____ Company/Firm: _____ Address: _____ City: _____ State: _____ Zip _____ Occupation: _____ Email: _____ Phone: _____
Phone: 715-835-5900	Additional Registrants: Name: _____ Occupation: _____ Email: _____ Phone: _____ Name: _____ Occupation: _____ Email: _____ Phone: _____
Fax: 715-835-6066	
Mail: HalfMoon Education Inc., PO Box 278, Altoona, WI 54720-0278	
Complete the entire form. Attach duplicates if necessary.	
Email address is required for credit card receipt, program changes, and notification of upcoming seminars and products. Your email will not be sold or transferred.	

() I need special accommodations. Please contact me.

Tuition

- () **I will be attending the live seminar.** Single Registrant - **\$279.00**. Three or more registrants from the same company registering at the same time - **\$259.00** each.
- () **I am not attending.** Please send me the CD manual package for **\$289.00**. (S&H included. Please allow five weeks from seminar date for delivery)

Checks: Make payable to HalfMoon Education Inc.

Credit Card: *Mastercard, Visa, American Express, or Discover*

Credit Card Number: _____
Expiration Date: _____ CVV2 Code: _____
Cardholder Name: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Signature: _____
Email: _____