

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
Lexington, KY - Friday, August 9, 2019

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PO Box 278
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Learning Objectives

You'll be able to:

Understand 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.



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Writing Successful Proposals and RFPs

Lexington, KY - Friday, August 9, 2019



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

Engineers

7.0 HSW PDHs

Contractors

Non-Credit Continuing Ed.

Architects

7.0 CE Hours

(Not Eligible in Kentucky)

7.0 AIA LU



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Faculty

Dr. Mark Decker is 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

Four Points by Sheraton Lexington
1938 Stanton Way
Lexington, KY 40511
(859) 259-1311

Tuition
\$289 for individual registration
\$269 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 self-study package. You may also send another person to take your place.

Continuing Education Credit Information

This seminar is open to the public and offers 7.0 PDHs to professional engineers in most states, including Kentucky, and 7.0 continuing professional hours to architects in most states, excluding Kentucky. Educators and courses for engineers are not subject to preapproval in Kentucky. The subject matter of this course is not deemed to be HSW for architects.

HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana (License No. CE21700059), Maryland, New Jersey (Approval No. 24GP00000700), North Carolina, and North Dakota. HalfMoon Education is deemed an approved continuing education sponsor for New York architects.

This event is approved by the American Institute of Architects Continuing Education System for 7.0 HSW Learning Units (Sponsor No. J885). Only full attendance can be reported to the AIA/CES.

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

- International Existing Building Codes**
• **Working with the International Existing Building Code**
Thurs., June 20, 2019, 11:00 AM - 12:30 PM CDT
• **Chapters 3, 4 & 6**
Thurs., June 20, 2019, 1:00 - 3:00 PM CDT
• **Chapters 7-10: Alterations and Occupancy**
Fri., June 21, 2019, 11:00 AM - 1:00 PM CDT
• **Chapters 11, 12 and 14: Additions and Historic Buildings**
Fri., June 21, 2019, 1:30 - 3:00 PM CDT

- Retaining Structures**
• **Earth Pressures and Surcharges**
Wed., June 26, 2019, 11:00 AM - 12:30 PM CDT
• **Cantilever & Apparent Earth Pressures**
Wednesday, June 26, 2019, 1:00 - 2:30 PM CDT
• **Apparent Earth Pressures**
Thurs., June 27, 2019, 11:00 AM - 12:30 PM CDT

- Industrial Stormwater**
• **Understanding the Federal Industrial Stormwater Program**
Thurs., June 27, 2019, 11:00 AM - 12:30 PM CDT
• **Examining Stormwater Pollutants and the Development of Total Maximum Daily Loads (TMDLs)**
Thurs., June 27, 2019, 1:00 - 2:00 PM CDT
• **Creating Stormwater Pollution Prevention Plans (SWPPPs)**
Fri., June 28, 2019, 11:00 AM - 12:00 PM CDT
• **Implementing Best Management Practices (BMPs), Sampling and Reporting**
Fri., June 28, 2019, 12:30 - 2:00 PM CDT

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

Can’t Attend? Order the Manual and Audio from the Live Seminar as a Self-Study Package!
Audio recordings of this seminar are available for purchase starting at \$269. See registration panel for more information and please refer to specific state licensing rules or certification requirements to determine if this learning method is eligible for continuing education credit.

Registration

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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: _____
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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 - **\$289.00**. Three or more registrants from the same company registering at the same time - **\$269.00** each.
() **I am not attending.** Please send me the self study package:
☐ Downloadable MP3 Audio/PDF Manual for **\$269.00**.
☐ CD/Manual Package for **\$289.00**.
(Please allow four 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: _____
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Billing Address: _____
City: _____ State: _____ Zip: _____
Signature: _____
Email: _____