



Programs

October 18th 2005 SMPS Educational Seminar



Powerful Proposals



David Pugh, a Founding Director and an Executive Consultant to the **Lore International Institute**, is an internationally respected authority on business development.

As the architect of Lore's proposal training and consulting services as well as the author of several books, his knowledge of proposal design and communication techniques has helped generate billions of dollars in signed contracts for Lore clients.

David has conducted hundreds of engagements for more than 10,000 Fortune 500 personnel and has helped thousands of engineers, marketers, sales executives, business development professionals, and managers improve performance by providing practical, down-to-earth techniques that work. An award-winning author and instructional designer, David has been a primary developer of Lore's business development services and a popular keynote speaker at over 20 regional and national conferences in just the last two years.

SMPS Nebraska welcomes David Pugh's proposal training and consulting services for Powerful Proposals to our first Educational Seminar for the 2005-2006 year.

- Behavioral differentiation, specifically a presentation around the topic of **'Winning More Than Your Fair Share'** will be presented in the morning, complete with participants using a Differentiation Needs Analysis (DNA) tool and the use of planning protocols for developing effective behavioral differentiation strategies for their organizations.
- A focused program on **"Winning With Executive Summaries"** will be presented in the afternoon. In this session, participants get acquainted with the processes and tools for developing living executive summaries. Protocols for drafting and assembling the kind of executive summary that will reach multiple readers and multiple levels within a target opportunity are key elements. Attendees also do a "roll your own" executive summary practicum, where they can draw on a recently pursued opportunity and see how they might have employed this Executive Summary approach in winning.

Where: **Embassy Suites Downtown**
555 South 10th Street

When: **October 18, 2005**
8:00 am – 5:00 pm

Costs: Members \$160
Non-members \$200

RSVP by noon on October 11th!

Register online at www.smpsnebraska.org

Payment must be made at time of registration!

The seminar will include breakfast, lunch and breaks.

Sign-in starts at 7:30 am.

The Society for Marketing Professional Services serves marketing professionals in the natural and built environment. For membership information, visit our website at www.smpsnebraska.org. SMPS Nebraska programs qualify as contact hours for ACEC members.