



**BEST PRACTICES & DEADLY SINS OF
PROPOSAL WRITING:
Increase your odds of getting shortlisted!**

*Generating proposals that exceed RFP criteria and
set your firm apart from the crowd*

November 7, 2018

Today's proposals are as unique as the clients they represent. Proposal requirements are becoming more restrictive and focused. To be both responsive and successful proposal development procedures need to include the use of "best practices" to ensure a quality product; allow for maximum flexibility; and avoid the deadly sins of proposal writing.

This panel presentation will cover proposal do's and don'ts from clients who will share their views on what makes a firm successfully stand out from the crowd. Find out what clients are looking for in a proposal, and what makes them cringe – and hear it directly from the people that are evaluating your proposals. You will also hear about proposal best practices from the perspective of a large construction management firm; and you will leave this workshop with information you can use in your next submittal!

MODERATOR:

**Lynne Cooper, Pursuit Specialist, Infrastructure/Buildings,
West Region, ARCADIS**

PANEL MEMBERS:

- **Al Bazzi, PE, Assistant Division Engineer, Environmental Engineering Division, City of Los Angeles**
- **Darrin Lambrigger, PE, CCM, Director, Construction Management Division, Port of Long Beach**
- **Ivan Page, Executive Officer, Vendor/Contract Management, LA METRO**

**Long Beach Marriott
4700 Airport Plaza Drive, Long Beach, CA**

**8:00 a.m. - 8:30 a.m. Registration,
Continental Breakfast & Networking**

8:30 a.m. - 11:00 a.m. Seminar

[Register Now](#)



Register by October 31
\$70/person CMAA Members - \$140/person Non-Members

Register After October 31
\$85/person CMAA Members - \$170/person Non-Members

Registration Policy: Payment must accompany registration, The Chapter does not invoice.
Cancellations must be made in writing 48 hours prior to event: sccmaa@cmaasc.org. No-shows and
cancellations made after this deadline will not be refunded. Registration is non-transferable to another
event, please send a substitute if you are unable to attend.

Sponsorships Available!

Email Sara Costin Mockus at sccmaa@cmaasc.org

