



# THE COMMERCIAL ACADEMY

BUCKINGHAMSHIRE COUNTY COUNCIL

## Effective Bid Writing Course

**Effective bid writing is absolutely essential in gaining contracts within the current highly-competitive climate - to do it successfully demands a thorough, considered approach.**

This course will provide you with a step-by-step guide of the complete bid writing process, while providing delegates with helpful checklists, for application back at the office.

The course comprises of a combination of tutor input, delegate discussion and group work, to help bid writers understand what they need to do, in order to produce effective written bids.

The course doesn't guarantee success with every bid, but it does provide all the tools you need to show your proposal in the most effective, persuasive way possible, combining academic excellence with commercial awareness.

# Course outline

## **9.45am:** Welcome and introductions

Tutor overview of the course. Delegates will share their objectives for the day.

## **10am:** Barriers and bridges to successful bid writing

In today's financial climate. Successful bid writing can be the difference between organisational existence or failure. This session explores how we can ask the right questions ensuring we set off in the right direction. What does this bid mean to our organisation? Who are we writing to? What are their priorities?

## **Before completing the application**

This session provides a valuable checklist on the stages you should consider before completing the application. We'll discuss alignment of objectives, how to identify resources, who you'll need to talk to and what evidence you can start to amass to build a compelling business case.

## **Preparing to write: a checklist**

Once you've planned your approach, you'll need to organise your information in a logical, easy-to-read format. This session helps define your 'must know' information. Participants will examine preferred reading styles and eye-tracking patterns to ensure essential content is in the right position on the page.

## **Reading the questions**

If you understand the question, you'll provide the right answer. This session uses the practical application of real-life bid questions, to help delegates identify the information needed to provide a comprehensive response.

## **Writing with skill**

Sometimes the difference between two potential bids lies in the quality of the writing. This session enables delegates to check their spelling, punctuation and grammar to ensure accuracy and a professional impression.

## **Selling yourself**

Delegates will learn the difference between process and outcome-driven writing. It's all too easy to talk about ourselves – but what can we do for the other party? What comprises a compelling argument?

## **Evaluation and monitoring**

As Bids, and work in the public sector, come under increased public scrutiny, how can we show we're evaluating and monitoring our work? This essential part of the bid-writing process will focus on a number of techniques specially devised to help public sector organisations show how they'll keep projects on track and provide management information to funding organisations.

## **Suggested structures**

Delegates will work through a handbook of suggested bid-writing structures, using real-life materials to produce a short bid to a funding body. This session aims to embed the day's learning and raise important questions.

**4.15pm:** Questions and close.

If you would like one of the few spaces on our 'Effective Bid Writing course', please either follow this link or for further information and an informal discussion contact [ahallsworth@buckscc.gov.uk](mailto:ahallsworth@buckscc.gov.uk)

Effective Bid Writing

Date: 19th Jan 2018

Price: £250+VAT inc lunch

Venue: Florence Nightingale Hospice,  
Walton Street, Aylesbury