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Orientation Session Part 1

For the new APMP Practitioner
Objective Test Examination

(Version 2.0)

Purpose of the webinar



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- This webinar is designed to provide you with the information that you will need to prepare for and take the APMP Practitioner Objective Test Examination
- It is not intended to replace the resources you need to prepare for the examination and attending this session does not guarantee that you will pass the examination
- Two parts:
 - About the program
 - Practice questions



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About the program

- Practitioner Certification is for experienced proposal professionals. It validates real-world mastery of industry best practices and the ability to lead others in their use. To achieve Practitioner Certification, you must:
 - be a member of APMP
 - have achieved Foundation Certification
 - have at least 3 years of experience in a bids & proposals environment

- Philosophy of Objective Test Examinations (OTE)
- Structure of the APMP Practitioner OTE
 - The elements of the examination; Q&A
 - How to prepare for taking the examination; Q&A
- Next steps
 - Second webinar working through some sample questions

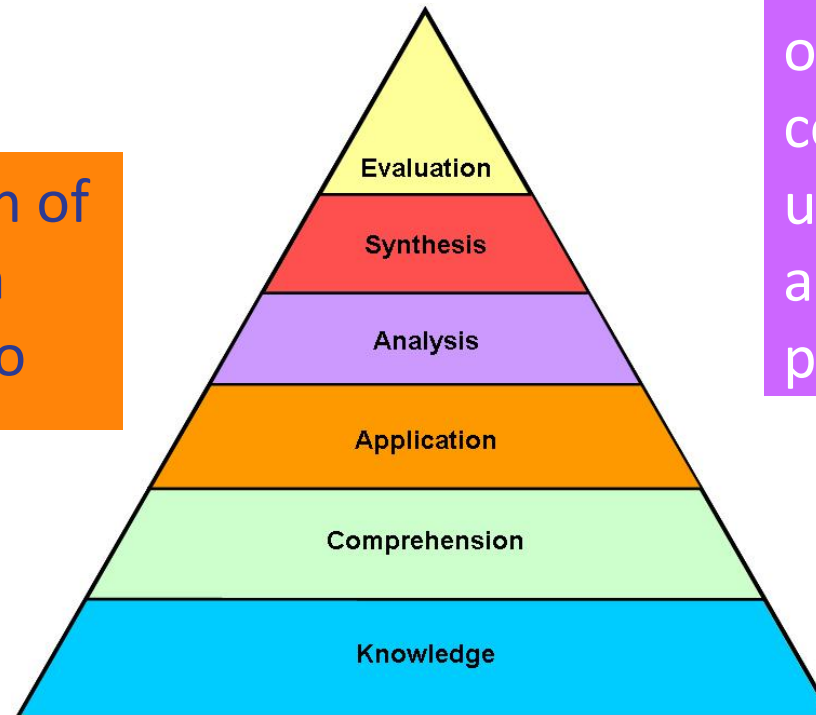
Structure of the APMP Practitioner OTE



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The questions test knowledge and understanding of APMP best practices at two recognized learning levels:

Learning Level 3: Application of best practices for a given situation within a scenario



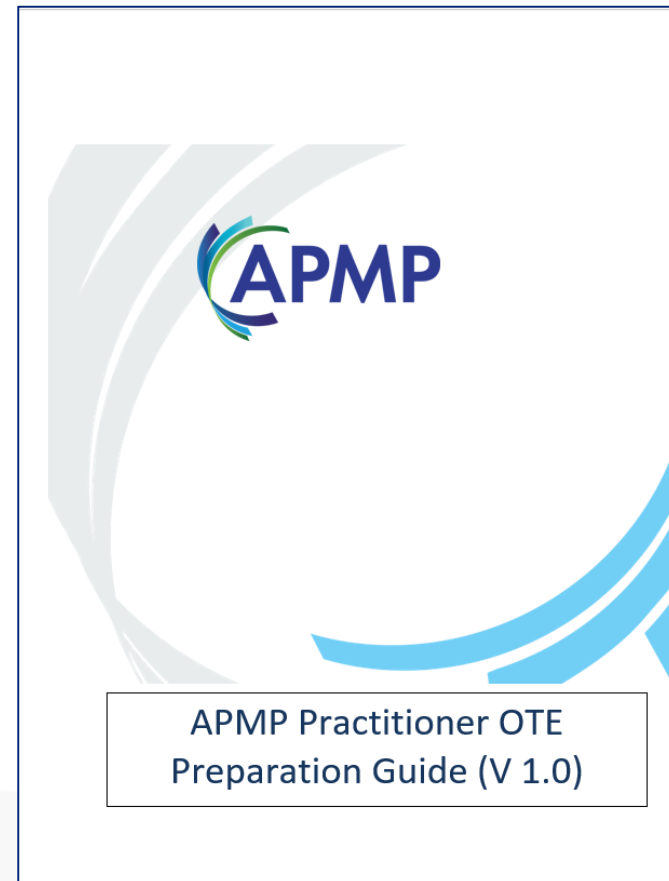
Learning Level 4: Separation of a complex idea into its constituent parts and an understanding of organization and relationship between the parts

Structure of the APMP Practitioner OTE



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- APMP Practitioner OTE Preparation Guide
- Syllabus areas addressed
- Scenario
- Questions
- Answers
- Sizing, timing, scoring & pass mark



- The APMP Practitioner syllabus contains 4 key competency syllabus areas covering:
 - Question 1 - Information Research & Management, and Sales Orientation (12 marks)
 - Questions 2 & 3 - Planning and Management (28 marks)
 - Questions 4 & 5 - Development (28 marks)
 - Question 6 - Behaviour and Attitude (12 marks)

APMP Practitioner OTE Preparation Guide: Section 5 – Cross references between the syllabus and the APMP BoK

Scenario – read before answering questions



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- The examination includes one scenario which describes:
 - The background to a company and a specific Bid/Proposal
 - Bid/Proposal objective, timeline and timeboxes
 - Bid/Proposal problems and progress to date
 - Other information as necessary to support the questions
- Easily understood business model that is not country or culture specific
- Scenario information is kept to a minimum
- Additional information for one or more questions is included

Questions

- Consists of 6 questions (A, B, C etc.)
- Each question comprises 3 to 6 parts, called part-questions
- All information provided within a part-question only applies to that part-question and is not used for the answer of another part-question
- Each part-question item is worth 1 mark

Questions



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- Classic
- Matching
- Multiple Response
- Assertion Reason

- Choose **one** from a list of possible answers
- Usually 4 options, but can be 3

6	<p>CSS states it can manage an increase of more than 500% in SOLACE conference attendance numbers.</p> <p>Which statement would help convince SOLACE of this value?</p>
	<p>A CSS has agreed to partner with WT to be able to offer a complete conference and travel management service.</p> <p>B CSS has managed events for the Association of Welders, increasing from 1,500 to over 10,000 attendees in the last five years.</p> <p>C CSS services include venue sourcing and all aspects of venue preparation and management for an event.</p> <p>D CSS is a full-service management company, specializing in the complete management of conferences for 30 years.</p>

- Link items on one list to items in a second list

Answer the following questions about the CSS business development life cycle.

Column 1 contains information about the SOLACE Event Management opportunity. For each entry in Column 1, select from Column 2 the phase in the Business Development Lifecycle when this information should FIRST be documented. Each selection from Column 2 can be used once, more than once or not at all.

	Column 1	Column 2
1	Competitive information on the likely ACS event management solution for the SOLACE opportunity.	A Market Identification B Account Planning C Opportunity Assessment D Opportunity/Capture Planning E Proposal Planning F Proposal Development
2	Professional organizations that hold events.	
3	Opportunity/capture strategy to 'ghost' the possibility that WT may put in an independent competitive bid.	
4	Price to Win analysis	

Multiple Response

- Choose the correct answers from a list
- 5 options with 2 correct responses

5	As members of the CSS Proposal Team will be located around the world, which 2 approaches are MOST suitable for conducting meetings and reviews?
A	A kickoff meeting is NOT required, as the different time zones will make it difficult to get everyone together.
B	All document reviews will be carried out internally by CSS and WT using peer-to-peer reviewing.
C	Daily stand-up reviews will NOT be required.
<input checked="" type="checkbox"/> D	The kickoff meeting will be conducted using the same structure as a formal in-person meeting.
<input checked="" type="checkbox"/> E	Schedule the same reviews as those usually used in the CSS proposal development process.

- Evaluate two statements (an assertion and a reason), to determine if either, both or neither is true and, if both are true, whether the reason explains why the assertion is true
- Statements are stand-alone
- Assertion statements are about the scenario and must be verifiable
- Reasons are generic

Assertion / Reason

Using the Scenario, answer the following question about the application of the opportunity management process for the SOLACE Event Management Services opportunity.

Lines 1 to 5 in the table below consist of an assertion statement and a reason statement. For each line identify the appropriate option, from options A to E, that applies. Each option can be used once, more than once or not at all.

Option	Assertion	Reason
A	True	True AND the reason explains the assertion
B	True	True BUT the reason does not explain the assertion
C	True	False
D	False	True
E	False	False

	Assertion		Reason
1	The CSS Bid Manager should be tasked with comparing the company's strengths and weaknesses with that of ACS.	BECAUSE	An Opportunity/Capture Plan should include an insight into the price each competitor is likely to bid.
2	CSS should interpret the high price reputation of ACS as an opportunity.	BECAUSE	Competitor weaknesses should be viewed as opportunities.
3	CSS should ask WT to share its opinion of ACS service delivery capabilities.	BECAUSE	Teammates should be involved in competitor reviews.
4	WT should decide to partner with CSS without a bid/no-bid decision.	BECAUSE	The number of decision gates will depend upon the complexity of the opportunity.
5	The CSS Opportunity/Capture Manager should instruct the Bid Manager to develop the win strategy.	BECAUSE	Proposal strategies inform win strategies.

- All question items gain one mark for a correct answer
- There is no negative marking
- If more than the required number of responses are given, the answer scores zero
- No partial marks are awarded, this includes Multiple Response question items where a mark is gained only if the two required responses are identified

Examination Structure



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- Sizing
 - 80 question items in every paper; each worth 1 mark
- Timing
 - 150 minutes duration – **185 minutes for English not as a 1st language**
 - 10 minutes break time added – 2 x 5 minutes suggested
 - Candidates requiring special consideration – contact APM Group
- Scoring
 - No negative marks
- Pass Mark
 - 50%

How to prepare for taking the examination



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- APMP Practitioner OTE Preparation Guide
- The “factual data” used as the basis for the exam is supported by the information contained in the APMP Body of Knowledge
- Sample examination paper (*As many times as you would like to*)
- <https://sampleexams.apmg-international.com/Marlin/SamplePapers.aspx>

The image shows two overlapping screenshots. The background screenshot is the APMP International 'Sample Papers' page. It features the APMP logo, a 'BACK TO PORTAL' button, and a section titled 'Sample Papers' with the text 'Please select the sample paper which you would like'. Below this is a 'Quick Links - Try a Sample Exam' button. The foreground screenshot is the 'Online Examination' interface. It shows a header with 'Online Examination' and 'Time Remaining (H:MM) : 2:37'. Below this is a red banner stating 'YOU ARE CURRENTLY SITTING A SAMPLE EXAM'. The interface includes a 'Part:' section with buttons for SY_IM, SY_PM, SY_PM, SY_DV, SY_DV, and SY_BA, each with sub-buttons A, B, and C. A 'Time: 0%' progress bar is shown. Below the progress bar is a green 'Project Scenario' button with a '[Show/Hide]' toggle. A red circle highlights the 'Additional Information (opens in a new window)' link, with a red arrow pointing to the text 'To see scenario'.

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BACK TO PORTAL

Sample Papers

Please select the sample paper which you would like

Quick Links – Try a Sample Exam

Online Examination
Time Remaining (H:MM) : 2:37

Instructions Text Size: A A A

YOU ARE CURRENTLY SITTING A SAMPLE EXAM

Part: SY_IM SY_PM SY_PM SY_DV SY_DV SY_BA
A B C A B C A B C A B C A B C A B C

Time: 0%

Project Scenario [Show/Hide]

The companies and people within the scenario are fictional

Additional Information (opens in a new window)

To see scenario

Next Steps



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- Prepare, prepare, prepare!
- You will receive:
 - A copy of these slides
 - a copy of the APMP Practitioner OTE Preparation Guide
 - a copy of the scenario used in the sample paper