

Request for Information

Industry Study to Update the APMP Certification Program

September 12, 20XX

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# Introduction

Since 2005, the Association of Proposal Management Professionals (APMP) has offered the world’s first professional Certification program for proposal, business development and opportunity management professionals. APMP’s Certification is the global standard by which individuals demonstrate their proposal management competencies.

The program uses a process of examination and competency-based assessment, which is consistent with and measured against worldwide best practice standards. Through gaining Certification APMP members:

* demonstrate a personal commitment to their careers and profession
* gain the respect and credibility of their peers, clients and organizational leaders
* improve both their own and their organization’s business development capabilities
* bring a focus on best practices to their team
* enhance their career progression

The APMP Certification program has been developed to meet ISO 17024:2003, “to provide certification of persons” (the same ISO standard is used for the same purpose by ANSI and other National Certification bodies around the world). Clauses 4.3.3 through to 4.3.6 of that standard require that the accrediting body have:

* a systematic process to determine the competence of certified persons.
* evidence that criteria are consistent with professionally accepted standards and practices.
* validation of the professionally accepted standards and practices through mechanisms such as interviews with experts, surveys of the populations determined by the certification.
* policies and procedures for periodic review and amendments to the scheme.

# Opportunity

To continually meet these requirements, APMP is required to update its Certification program every five years to remain relevant in the marketplace, adjust for industry changes and address new technologies and best practices affecting proposal professionals.

APMP is seeking information from research organizations with demonstrated experience in conducting primary research in support of validating best practices about their capabilities and approach to our program update. They must demonstrate proficiency in identifying best practice using a recognized evaluation framework. They must provide information about their approach and tools they will use to collect and validate data to develop a update of APMP Certification Program .

# Eligibility

To be eligible to respond to this RFI to conduct the Industry Study, interested organizations must:

* Acknowledge all intellectual property resulting from the industry study belong solely to APMP
* Operate under the APMP brand throughout the Study timeline.
* Agree that under no circumstances will the member contact information and associated lists be used once the project is completed.
* Agree that the proposals are the property of the APMP. The successful proposal may be posted on the APMP website and/or otherwise be made public.

# Information Requested

The APMP’s choice of research organizations to receive a Request for Proposal will be based on the information provided about the submitting organization, track record on similar project and approach for preforming the research. An APMP Certification RFI Review Committee will only consider proposals that are complete and responsive to the RFI. The following information is requested:

* Describe the process and methodology that will be used to implement an industry study that identifies relevant roles and the corresponding competencies to support business development activities.
* Describe your relevant experience and expertise required to design, implement and complete the industry study.
* Provide an estimate of timeframe with key milestone necessary to complete the research study.

# RFI Submission Process

One electronic copy of the response to the RFI should be emailed to [bob.jones@apmp.org](mailto:bob.jones@apmp.org) by

Friday, September 30, 20XX, 5:00PM EDT.