

Realise Your True Potential
Skills Development
London Heathrow, 21-23



2014 | APMP ANNUAL REPORT

WWW.APMP.ORG



A MESSAGE FROM APMP

Dear APMP Members,

This *Annual Report to APMP Members* provides an overview of APMP accomplishments in 2014. We invite you to read and share our successes in areas like our Board of Directors projects, membership, certification, and Bid & Proposal Con growth. We will also provide details regarding APMP expanded industry outreach and new educational efforts.

You are such an important part of this organization. Every success we enjoy is through your participation. Today, we have nearly 5,800 members in 26 regional chapters serving proposal, bid, capture, business development, sales, marketing and graphics professionals around the world. Thank you for investing in this one-of-a-kind association, serving your industry.

APMP is your association. With every new member, you are able to expand your connections, share best practices and learn more from those who do what you do every day.

As you read APMP's 2014 accomplishments, think about how you might want to participate in 2015.

Finally, please share your thoughts and comments about APMP with us. Email rick.harris@apmp.org because your opinions are invaluable and, a number of times, have directly lead to future programs for APMP members.

Thank you, again, for your confidence and investment in your association, APMP.

Sincerely,



RICK HARRIS
CF APMP
APMP Executive Director



COLLEEN JOLLY
CPP APMP Fellow
APMP CEO



APMP BACKGROUND

Association of Proposal Management Professionals® (APMP®)

APMP is your professional association and an international community of proposal professionals who participate in all aspects of the proposal development lifecycle. Created in 1989, APMP is a non-profit 501(c)(6) professional association founded in California and relocated to Washington, DC in 2011.

Our Vision and Mission

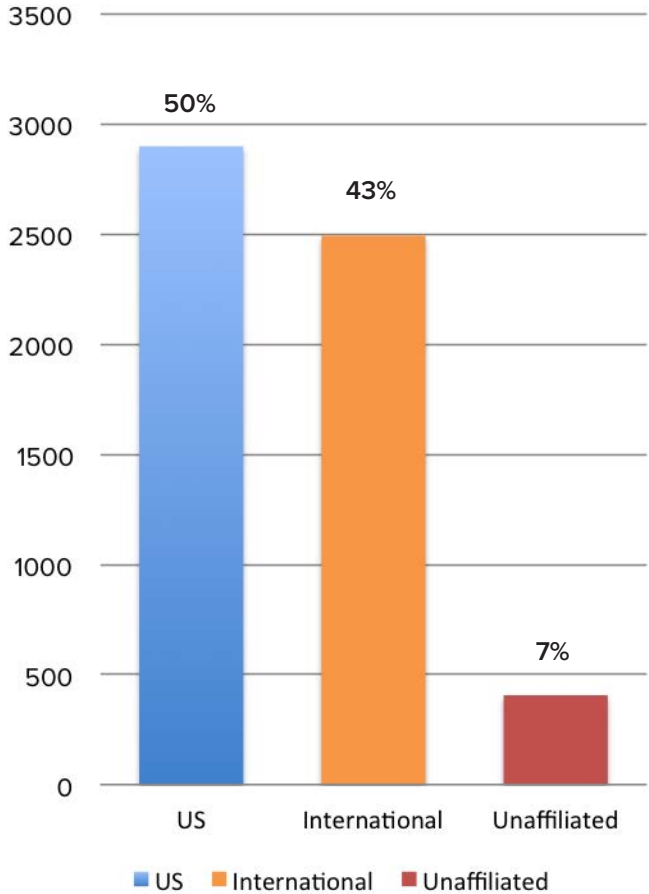
APMP is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders and presentations. APMP promotes the professional growth of its members by advancing the arts, sciences, and technologies of winning business.

APMP's Membership

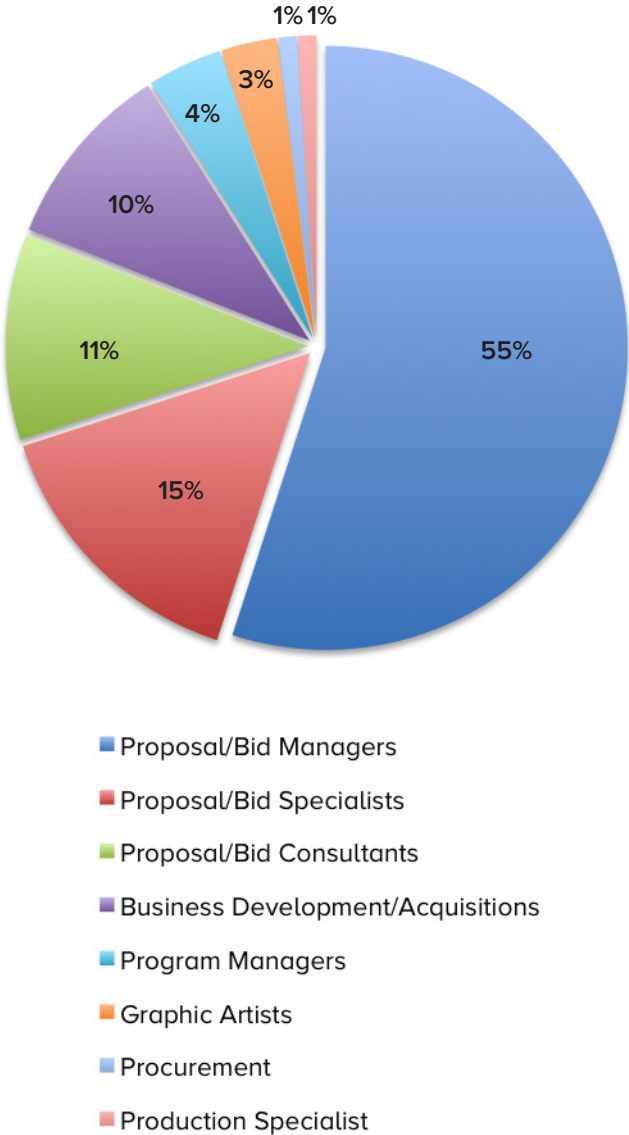
APMP members are proposal, bid, capture, business development, sales, marketing and graphics professionals who lead their companies in winning new business. APMP members create jobs throughout the world and relentlessly pursue excellence in all aspects of capture, sales, proposal development and proposal management.

APMP's Global Membership

APMP has nearly 5,800 Members

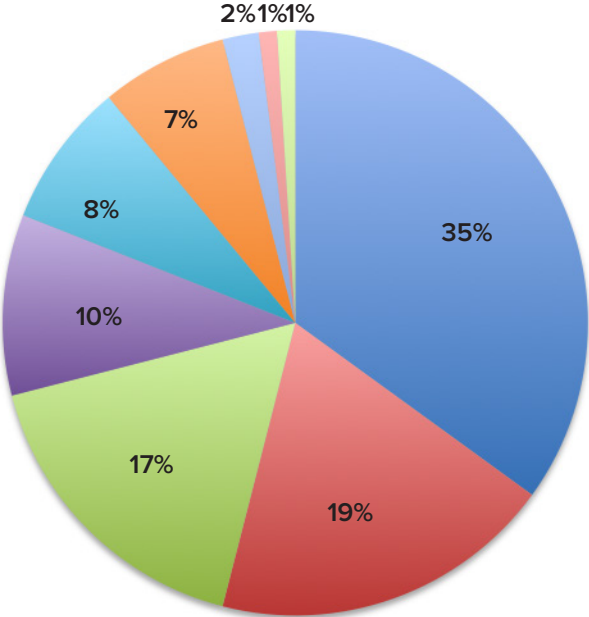


Job Function of APMP Members



APMP's Global Membership

Member Groups Served



- IT Services and Manufacturing
- Telecommunications
- Engineering
- General Services
- Health
- Financial
- Education
- Aircraft
- Electronic Precision

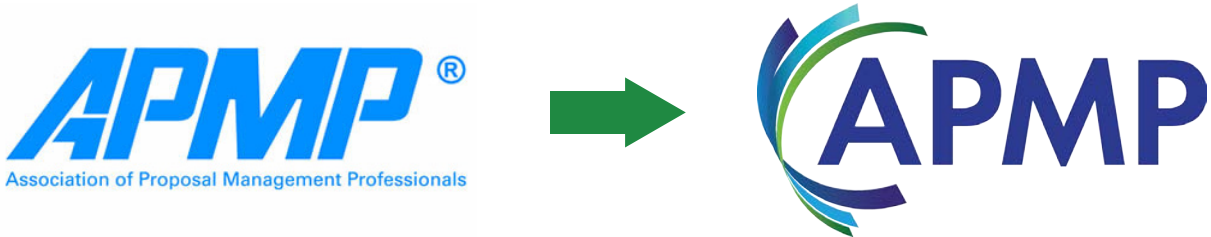


BOARD OF DIRECTORS ACCOMPLISHMENTS

Each year APMP elects new Board of Directors to serve a two-year term. Often, these Board members have led their local chapters and are elected to serve for their thought leadership and industry guidance.

Here are a few projects led by our 2014 APMP Board of Directors:

- New APMP Logo:** APMP’s Board of Directors worked together to design, approve and implement a new APMP logo, unveiled at the APMP Bid & Proposal Con 2014 conference in Chicago, IL. This was the first update to the logo in 25 years and is now the industry trademark for the association.



- Creation of the new APMP Body of Knowledge (BOK) Refresh:** APMP spent one year and about 4,200 hours surveying, writing, editing and testing its new BOK. The APMP BOK serves as the industry’s primary resource for industry best practices. It is the single reference point endorsed by the association for the benefit of its members. More than 80 industry writers and editors worked together to create the most robust reference material in the association’s 25-year history. The APMP BOK can be found at www.apmp.org.

From the start, APMP’s Board wanted to ensure that the new BOK:

- » Is easily accessible and free to all APMP members.
- » Is tailored to APMP’s diverse membership and includes a universal language applicable worldwide.
- » Includes a dynamic APMP Glossary inside the electronic publication that provides a pop-up-map to industry and geographic equivalent terms.
- » Provides content open to member comments that will lead to quarterly updates and continuous improvement.
- » Is a true independent best-practice guide based on multiple research based references.

- Established the APMP Procurement Improvement Committee (PIC):** The APMP Board launched the APMP PIC to foster relationships between industry and government, with three simple goals in mind.
 1. To improve communications between government and industry, leading to constructive engagement and better procurements.
 2. To improve communications between government and industry, particularly at the pre-RFP stage
 3. To develop actionable recommendations to government to increase standardization, reduce cycle time and decrease costs, leading to fewer protests.



NIGEL DENNIS

CPP APMP, Former APMP Board Member

- Launched a Revitalized Website at www.apmp.org:** To improve the accessibility of resources, industry news, content and navigation for global industry professionals, APMP developed a site with a cleaner, more corporate look, to match APMP's rapidly growing membership. The www.apmp.org site refresh reflects the growth and energy of every aspect of the proposal development industry.
- Created the APMP Treasurer Board Position:** To ensure that APMP's Executive Director and Accountant work together to provide the highest level of transparency for APMP's financial assets, the Board approved and appointed a volunteer member to become the association's Treasurer. The Board followed best association accounting practices by including a volunteer Treasurer into the financial reporting structure.
- Completion of the Second APMP Audit:** The APMP Board completed its second clean audit in the Association's history, building on APMP's commitment to bring best association financial practices and transparency to the organization on an ongoing basis.

FINANCIAL REPORT

- Since 2011, APMP has maintained a comparable cash balance, while adding three new staff and dozens of new member services.
- About 80 percent of APMP's revenue comes from membership, and 17 percent from events.
- APMP's Board and staff were able to operate at better than budget, despite larger expenditures, such as the completion of the APMP BOK and hiring a new Membership and Marketing Coordinator in December.

MEMBERSHIP MILESTONES

- Membership Growth:** APMP membership increased by 11 percent between 2013 and 2014. APMP ended the year with 5,771 members.
- APMP's 26 chapters continue to grow at a healthy rate with international (non-U.S.) chapters leading the way. Three of the five largest APMP chapters were from countries other than the United States.

APMP Membership Growth, by Chapters

Chapters	2014 Year-End Total	2013 Year-End Total	2014 Plus/Minus Over 2013*
APMP UK	1,293	1,120	173
APMP National Capital Area Chapter	996	962	34
APMP Greater Midwest Chapter	360	288	72
APMP ANZ Chapter	299	165	134
APMP DACH	253	213	40
APMP Nor'esters Chapter	235	209	26
APMP California Chapter	205	190	15
APMP India Chapter	171	70	101
APMP New York Metro Chapter	159	172	-13
APMP Maple Leaf Virtual Chapter	143	134	9
APMP South Africa Chapter	140	114	26
APMP Georgia Chattahoochee Chapter	135	169	-34
APMP Florida Sunshine Chapter	133	127	6
APMP Colorado Chapter	114	112	2
APMP NL	111	98	13
APMP Lone Star Chapter	105	108	-3
APMP Carolinas Chapter	103	71	32
APMP Greater Houston Chapter	74	79	-5
APMP Chesapeake Chapter	73	78	-5
APMP Mid South	73	45	28
APMP Pacific Northwest Chapter	68	62	6
APMP Valley of the Sun (VotS) Chapter	52	51	1
APMP Tidewater Chapter	28	25	3
APMP Nordic Chapter	25	19	6
APMP Ireland Chapter	14	11	3
APMP Korea	8	0	8
Unaffiliated Members	401	511	-110
Grand Total	5,771	5,203	568

* Difference between December 2013 - December 2014

Based on current 2014 and projected 2015 trends, APMP predicts it will have more international members (outside of the United States) by 2017. Future APMP Boards have already begun discussing how the sharp increase in international APMP members will impact future APMP budgets and appropriations.

- **Increased Corporate Members and Sponsors:** APMP gained 12 new corporate sponsors/members in 2014. APMP now has more than 60 Corporate Members and Sponsors, compared to 18 in 2011.

APMP Corporate Sponsors

• Platinum Level



• Gold Level



• Silver Level



APMP Corporate Members

- Partner Level



- Platinum Level



- Diamond Level



- Gold Level



- Silver Level



CERTIFICATION ACHIEVEMENTS



- **APMP Certification Administrative Enhancements:** APMP and its certifying body, the APM Group, worked closely in 2014 to improve the certification experience for APMP members. As a result, APMP members participating in the certification program in 2015 will enjoy:
 - » The distribution of new electronic APMP Certification certificates.
 - » Improved processes to track members' certification status, enabling APMP to provide better support for members' ongoing professional development.

- » Clearly defined roles for back-office certification administration, making APMP members' certification experience even better.

2014 Certification Achievements



1,013



90



10

APMP Certification Increased 30% from 2012 to 2014



• **Certification Successes at APMP’s Bid & Proposal Con 2014 Certification Day:**

- » Sixty-two members achieved Foundation Level Certification.
- » Fourteen completed their Proposal Practitioner Assessment Questionnaire (PPAQ) for Practitioner Certification—100 percent of APMP Practitioner Completion Workshop attendees.
- » Thirty-four completed six or more evidence responses in the APMP Practitioner Quick Start workshop.
- » Two members completed their Proposal Professional Impact Papers (PPIP) for assessment.
- » One member achieved APMP Professional Level Certification.



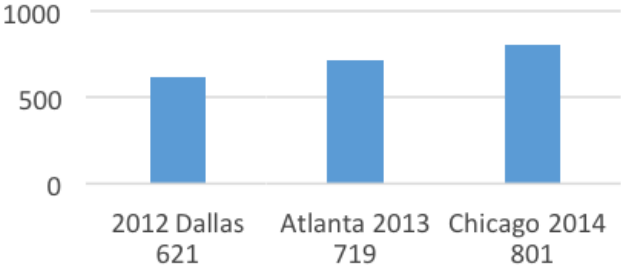


APMP BID & PROPOSAL CON 2014 CONFERENCE



- **May 26 – 29, 2014 in Chicago, IL, USA:** APMP’s 2014 annual conference attracted 806 attendees and set a new attendance record.
 - » Attendees participated in 57 conference sessions, three Keynotes and three APMP pre-conference working sessions.

APMP Bid & Proposal Con Registrations





CENTER FOR BUSINESS DEVELOPMENT EXCELLENCE

In its first year under APMP management, the Center for Business Development was created to provide the industry’s best research, benchmarking, and education for sustainable results in winning business around the world. A highlight of the CBDE was its webinar series.



- **APMP CBDE Webinar Series:** In 2014 more than 300 APMP members from around the world participated in a series of 15 CBDE webinars. CBDE’s webinar series turned into its signature offering and provided members with a deep knowledge of how to improve their business development capabilities. The webinars offered were:

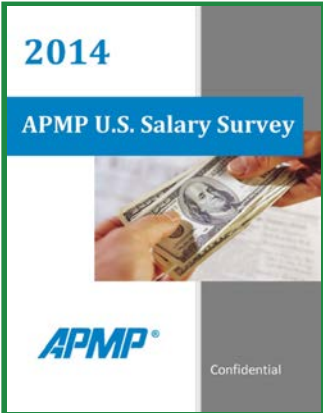
- » *Benchmarks in Price-to-Win & Competitive Analysis Capability*
- » *Foundations of High-Performance Business Development*
- » *Benchmarks in World-Class Proposal Writing Capability*
- » *Metrics to Drive Business Development Results*

EDUCATIONAL OPPORTUNITIES FOR MEMBERS

- **APMP Capture and BD Conference 2014:** APMP increased its speaker value at its second annual Capture and BD Conference. This year’s event featured a high-ranking Department of Defense (DoD) procurement and acquisition professional, the Managing Associate General Counsel for Procurement Law U.S. Government Accountability Office (GAO), the Chancellor of the Veterans Affairs Acquisition Academy. Another highlight of the event attended in Northern Virginia by nearly 100 industry professionals was the release of the APMP Closing the Procurement Gap Survey produced by APMP’s Procurement Improvement Committee.
- **APMP Webinar Series:** In 2014, hundreds of APMP members took advantage of webinars offered to create unique learning opportunities for proposal professionals. The member featured webinars included:
 - » *Mind Mapping Techniques to Create Winning Proposals*
 - » *How to Win at Orals*
 - » *Building Blocks: Adapting Proposal Best Practices, Presented by the APMP Commercial Community*
 - » *Driving Change from the Back Seat*
 - » *APMP Membership Enrichment Series: Customizing Your APMP Certification Path*
 - » *How to Win BEFORE RFP Release*



2014 INDUSTRY PUBLICATIONS



The **APMP U.S. Salary Survey 2014** details employment trends of U.S. industry professionals, with responses from more than 1,100 U.S. industry members. Data is focused on these nine job titles: Proposal Manager, Capture Manager, Knowledge Manager Proposal Editor, Proposal Coordinator, Production Manager, Proposal Desktop Publisher, Proposal Director, and Proposal Consultant. Results reveal statistics on average salaries, the financial benefit of industry certification and detailed tables for data aggregates. APMP Members in the US will receive the 2015 and subsequent versions free of charge.



The **APMP Procurement Improvement Committee Government and Industry Survey, Closing the Procurement Gap Survey**, free to all APMP members, is filled with extensive data to address how industry and government can collaborate to improve the procurement and acquisition process.



The **APMP Journal** is your association's professional guide to winning business and featured industry ideas from leading experts. The APMP Journal, reformatted, revived and published twice a year in interactive, digital format, was the 2014 winner of the Association Media & Publishing's Excel Award for Best Journal Redesign.





WHAT'S NEW FOR YOU IN 2015?

This year APMP members will enjoy more benefits than they ever have before, including:

- A free **APMP Salary Survey** in 2015 and beyond. (A \$229 value)
- Free **APMP International Webinars** priced \$25 or less. (A \$100 value, if you attend four webinars.)
- Free, unlimited access to **APMP's new Body of Knowledge (BOK)**, allowing you 24/7 online access to 51 of your industry's best practices, including templates, at www.apmp.org. (A \$250 value)
- Free access to **APMP Career Ladders**, to help you see where you are and where your future can take you in the proposal industry. (Coming in 2015)

Thank you all for a wonderful 2014 and we look forward to serving you much for in 2015.