

TRAINING PROGRAMME 2009

Our Training Programme contributes to the skills members need to develop their international business and to their Continuing Professional Development. The programme for 2009 includes:

Winning Business from the International Financing Institutions (IFIs) - An afternoon covering how projects are financed, how to spot opportunities, short listing, roles of the IFIs and recipient countries.

Total Proposal - A full day covering how to prepare winning bids, with practical exercises. The day includes content about the initiation of bids, decoding the tender dossier and matching activities in the methodology to the budget.

Expert Presenting - A full day concentrating on how to prepare and deliver presentations with real impact. Practice presentations are recorded and provided as a DVD so as to help develop confidence in presenting.

If interested in any of these put the relevant dates below in your diary and contact Richard Pelly (rp@britishexpertise.org). We offer significant discounts for early and multiple payments. The courses will be run in 2009 as follows:

Programme for 2009	Winning Business from the IFIs	Total Proposal	Expert Presenting
March	Mon 2 nd	Tues 3 rd	Wed 4 th
June	Mon 8 th	Tues 9 th	Wed 10 th
September	Tues 29 th	Wed 30 th	Thurs 1 st Oct
November	Mon 23 rd	Tues 24 th	Wed 25 th

Our member company GIC Limited will deliver these seminars.

BRITISH EXPERTISE

British Expertise is the leading UK private sector organisation for British companies offering professional services internationally. We introduce members to key British and international contacts, we can identify potential partners and clients, and we offer market intelligence and training. Our events are excellent networking opportunities. British Expertise can and does lobby effectively in our members' interests.

After many years operating in an international environment, British Expertise has a well-earned reputation for a responsive, professional and highly efficient service to members.

Our Training Programme includes a variety of excellent value training seminars, designed to improve the ability of members to win, deliver and secure payment for overseas business. The seminars contribute to continuing professional development (CPD) requirements.

THE TRAINING SEMINARS

Introduction

A significant proportion of the turnover of British Expertise members comes from projects financed by the major International Financing Institutions (IFIs) such as the World Bank Group, the European Union external funds, Regional Development Banks and the UK Department for International Development (DfID). The marketplace is truly international and steadily becoming both more competitive and procedurally more complex.

Our seminars have been developed in this context, specifically to provide those insights and touches needed to help members turn opportunities into contracts. The seminars are designed individually although their contents are linked by a common International Development theme. They are regularly updated in the light of changes and new developments in the field.

These seminars have been designed and are delivered by Aron Cronin of GIC Limited, an international management and business consulting practice established in 1991, and member company of British Expertise. Aron is internationally recognised for his expert knowledge of the processes of the International Financing Institutions and has a leading track record in helping firms identify and win new international business.

Winning Business from the International Financing Institutions (IFIs)

This seminar explains how the principal IFIs operate, what commercial opportunities they generate and how to spot and respond to them in an effective and timely manner. The seminar provides an intensive introduction to the workings of the major IFIs (including the World Bank, UN Agencies, Regional Development Banks, EU external aid programmes, DfID) covering the latest development agendas and operating procedures.

Aimed both at those who are new to international development and those whose knowledge is incomplete or not up-to-date it explains how projects are financed, how to spot opportunities in the pipeline at the earliest stages, how short-listing works and the roles of the IFI and the recipient country. The seminar includes a real time tour of a selection of IFI websites demonstrating useful shortcuts to key information.

Attendees will:

- acquire a good grasp of the workings of IFIs
- be able to identify sources of information on project pipelines
- know how to get on a shortlist
- see how to make best use of IFI web sources

Feedback:

"Thank you, this seminar has clarified a lot of doubts." Nuria Ballesteros, British Council.

"Lots of information, interesting and helpful. Thanks!" Suzannah Walmsley, MRAG

"My main purpose for attending was to gain an overall understanding of how other IFIs work. This was achieved." Simon Huckle, Crown Agents.

"Good 'scene setting' overview. The IFI session has been useful for me back at work for helping to interpret new business notices that are published (especially where they are in the Project Cycle)." Anjie Holt, Liverpool Associates in Tropical Health

The seminar starts at 13.30 and finishes by 17.00, with tea provided.

For bookings or more information on the seminar please contact British Expertise on: 020 7222 3651 or by email to: mail@britishexpertise.org.

Full price in 2009 for members is £215 plus VAT. Early payment discount is 10%.

Total Proposal

This is a one-day seminar that demonstrates the techniques which will make your proposals the ones which win the new business. Almost all consulting contracts have to be won through competitive tendering. Success depends on delivering a winning proposal – a strong selling document which the client will want to buy. The seminar gives consultants not only the practical tools of proposal preparation, such as bidding plans and checklists, but also shows a range of winning techniques and “selling” devices that will positively differentiate your proposal from those of your competitors.

Preparing a competitive proposal is a time and resource intensive exercise. As the complexity of tender dossiers, terms of reference and compliance requirements have increased, so have the costs of not winning the business. The **Total Proposal** seminar is built around three elements: getting the preparation process off to a strong start; decoding the tender dossier – pinpointing what will make the winning difference; and matching the activities in the methodology to the budget. It is not all talk and chalk - around half the day is dedicated to practical exercises and a “real life” proposal case study. **The course is approved for 6.5 CPD points.**

Attendees will:

- refresh their approach to the preparation of proposals
- acquire new presentation techniques
- see how to give a proposal a competitive edge
- learn how to maximise the evaluation scoring of proposals

Feedback:

“I very much enjoyed the training seminar. The pace was good, the subject comprehensively covered, and the presenter’s style was pithy and to the point. It gave me an excellent top-up and reminder of the key issues, in the way in which all good seminars should, and left me feeling I had more to learn from the very useful and detailed course notes which were issued as a take-away. Success with proposals is a percentage game, and I think our percentage will increase as a result of applying the ideas described in this seminar.” Nick Thompson, Cole Thompson Anders.

“I found the course extremely useful, and highlighted by witty and relevant examples and quotes. It provided me with incisive commentary on understanding TORs as well as the inspiration and confidence with which to set about writing my next proposal with a view to it beating all others!”
P.S. “I subsequently used the course notes and what we learned on the day to write a winning tender for a €1.4M job with the EU!! So, THANKS!”
Eliot Taylor, Atkins Water

The seminar begins at 09.15 and finishes by 17.00, with coffee, tea and light lunch provided.

For bookings or more information please contact British Expertise on 020 7222 3651 or by email to: mail@britishexpertise.org.

Full price in 2009 for members is £390 plus VAT. Early payment discount is 10%.

Expert Presenting

This seminar is a one-day small group workshop which offers a straightforward step-by-step process to deliver presentations that really will influence decision makers.

The ability to present well is a key consulting and selling skill but one often neglected. This seminar identifies features that differentiate an effective from an indifferent presentation. By taking attendees from the early preparation actions through to strong closing techniques, the seminar builds their confidence as presenters.

Whether it is to introduce the capabilities of your firm to a potential new client, make a winning pitch linked to a written proposal, persuade colleagues or a client to adopt a new strategy or deliver the conclusions of an international consulting assignment, attendees will work through six rules of the road:

- Prepare: be clear about the objective, the key messages, the next steps;
- Rehearse: rehearse and rehearse again to practise both the contents and time management;
- Make a positive impact: good choice of words, right tone and loudness of voice, confident body language, appropriate choice of clothing, engage with the culture of the audience;
- Win and keep the interest of the audience: good ideas, suitable pace, relevant visuals;
- Conclude on a high note;
- Handle questions effectively.

Each attendee gives a short presentation followed by feedback from the others. This will be recorded and later supplied as a DVD.

Attendance is limited to six delegates.

Feedback:

"A well balanced course with the correct amount of attendees. It was useful to see how each person's style compared. Very enjoyable." Louise Grigg, DDGI Ltd.

"Overall, very good 'eye opener'" Darren Grey, Firstco Ltd

The seminar starts at 0930 and finishes by 17.00, with coffee, tea and light lunch provided.

For bookings or more information please contact us on 020 7222 3651 or by email to: mail@britishexpertise.org.

Full price in 2009 for members is £370 plus VAT. Early payment discount is 15%.