

President: HRH The Duke of Gloucester KG GCVO  
Chief Executive: Graham Hand



## TRAINING PROGRAMME 2010 - 11

Our Training Programme contributes to the skills members need to develop their international business and to their Continuing Professional Development. The programme for 2010 – 11 comprises:

**Unlocking Logframes** - A full day demonstrating the context, contents and application of Logical Frameworks and how to develop a Logframe from scratch.

**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.

**Delivering Aid-funded Consultancies** - A full day targeted at helping staff to develop their consultancy and assignment management skills.

If interested in any of these put the relevant dates below in your diary and contact Sue Davie ([sd@britishexpertise.org](mailto:sd@britishexpertise.org)). We offer significant discounts for early and multiple payments. The courses will be run in 2010 as follows:

<b>Programme for 2010</b>	<b>Unlocking Logframes</b>	<b>Total Proposal</b>	<b>Delivering Aid-funded Consultancies</b>
<b>September</b>	Mon 27 <sup>th</sup>	Tues 28 <sup>th</sup>	Wed 29 <sup>th</sup>
<b>November</b>	Mon 22 <sup>nd</sup>	Tues 23 <sup>rd</sup>	Wed 24 <sup>th</sup>

**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 bid for, win and deliver new 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 GIC Limited, an international management and business consulting practice established in 1991, and member company of British Expertise. The tutors are Aron Cronin and Peter Wilson.

Aron leads the Proposal and Consultancies seminars. He is internationally recognised as a leading trainer and mentor on the development of bidding and consultancy skills and brings a successful track record in winning and delivering assignments funded by all the major International Financing Institutions.

Peter leads the Logframes seminar. He trained as a development economist, and has over 30 years' policy and practical experience in micro-finance, international trade, business and SME/entrepreneurship development. He has recently completed four years as a Private Sector Development Adviser at DFID in London.

## Unlocking Logframes

This is a one-day seminar for consultants who need a solid understanding of donor project **logframes** (Logical Frameworks) and associated project documents, including their purpose, application and limitations. To bid for, win and deliver donor-funded contracts successfully, consultancy staff engaged in contract tenders for donor projects (multilaterals and bilaterals) need to understand the importance of logframes and associated evidence-based documents such as Project Concept Notes and Project Memoranda, and how donors use logframes for project monitoring and evaluation (Interim Project Reports, Project Completion Reports and Evaluation Reports).

The seminar will combine tutor-led background information (based on DFID) on the purpose of logframes as a monitoring and evaluation tool and describe the upstream project justification stages and downstream monitoring and evaluation stages. Delegates will be led through a practical case study exercise where they will have the opportunity to gain skills in producing a logframe.

Delegates will:

- Gain a clear understanding of project logframe purpose, content, construction and utilisation
- Gain a clear understanding of project documents, such as Country Assistance Plans, PCNs and Project Memoranda
- Learn about the role of logframes in M&E: Interim Project Reviews, Project Completion Reports, Evaluation Reports
- Develop skills in producing a logframe for a donor project

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

For bookings or more information please contact us on 020 7824 1920 or by email to: [mail@britishexpertise.org](mailto:mail@britishexpertise.org)

### Prices:

Members: £390 plus VAT.

Non-Members: £480.00 + VAT

Discounts are available for early booking and payment.

## **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

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## **Delivering Aid-funded Consultancies**

This one-day seminar will strengthen the analytical and front-line delivery capability of those who already have some exposure to consultancy activities and need to sharpen their consulting skills. It is particularly relevant to technical and promoted junior staff members who are moving into more proactive front-line consultancy roles in developing and emerging countries with the associated challenges of maintaining project direction and momentum under possibly difficult circumstances. It moves in a logical progression from the initial stages of planning and defining the scope of the job, through maintaining the momentum during implementation, to completing it to plan.

Delegates will be helped to:

- define the real job to be done
- plan and control the work with confidence
- manage client-side expectations
- deliver the assignment to time, cost and specification.

The seminar is a well-balanced mixture of instruction, examples and case study exercises.

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

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