

Program dates:
3 September 2011

Time:
9:00am – 5:00pm

Location:

Ether Centre
265 Bourke Street
MELBOURNE VIC
3000

(Please ensure you leave
plenty of time to park and
locate the room)

Enrolment deadline:
Wednesday 24 August,
2011

Writing Skills for Tenders

Return this form with
your payment to:

ASTC
8 Meribah Court
FRANKSTON
Victoria 3199

Ph: 0412 500 519
e-mail:
admin@astcvic.org.au



ASTC (Vic) Inc. *Providing ongoing education for members*

Writing Skills for Tenders

Public and private tenders drive the majority of today's business revenue. And submitting a tender or proposal document that makes you lose out on this lucrative opportunity will not help you survive in the current economic climate. So how do you make sure your tender or proposal stands out from the rest?

Is your business playing in a cut-throat 'projects' style industry, where submitting proposals and tenders is the only way to earn real profits?

Do different specialists in your team contribute to the proposal document, answering the questions most relevant to them?

Months after the submission date, are you still wondering why you missed out, left with nothing more than a vague de-brief and thanks, but try again next time?

Book into this highly interactive workshop that teaches you:

- How to avoid the common tender writing mistakes
- How to develop your own fresh and consistent style
- How tenders are really assessed (actual Govt examples)

Learn easy-to-implement strategies that put your company above the rest.

Learn how to How to Identify hidden hot button issues and how to press them to your advantage.

About the presenter - Jill Nicholson

Jill Nicholson is an experienced technical and business communicator who lectured for many years at the University of Technology, Sydney (UTS). She now presents technical and business communication courses to Government Departments and to the private sector in Australia, New Zealand, the USA, and Singapore. Jill was recently involved in a major training initiative for Microsoft Services. She is a former President of the ASTC (NSW) and the Australia Chapter of the STC (Society for Technical Communication USA).

Formal education includes an MSc (Hons), a Grad Dip in Economics and an Advanced Diploma in Technical Writing (USA).

PLEASE NOTE: ASTC (Vic) is not registered for GST. No GST is charged, nor can GST be claimed on the course fee.

Please tick:	Price
<input type="checkbox"/> ASTC, ANZI or SOCEDS member	\$ 360.00
<input type="checkbox"/> Non-member	\$ 450.00
<input type="checkbox"/> Unemployed/student concession (photocopy proof required)	\$ 300.00
<input type="checkbox"/> I wish to join the ASTC Vic	
Total:	

Method of Payment	<input type="checkbox"/> Cheque	Name on Credit Card	
	<input type="checkbox"/> Visa	Credit Card #	Expiry Date
	<input type="checkbox"/> MasterCard	Signature	
	<input type="checkbox"/> Direct Credit	BSB: 633 108 Account: 1293 60814	
		Date Paid	

Course Outline

Proposed Program		Inclusions
8:45am	Arrival/Registration	Morning tea, lunch and afternoon tea are included in the cost of the workshop.
9:00am	Start workshop	
10:30am	Morning tea	
10:45am	Resume workshop	
12:30pm	Lunch	
1:00pm	Resume workshop	Contact and Registration: Anita Cross (0412 500 519)
3:30pm	Afternoon tea	
3:45pm	Resume workshop	
5:00pm	Conclusion/Departure	

Section 1 Introduction to Tender Writing

A tender writing strategy
The 10 keys to writing a successful tender
Common tender mistakes
Should you bid for a tender?

Section 2 Effective Writing Skills

Planning a tender
Writing effective sentences
Writing effective paragraphs

Section 3 Style Issues

Common writing faults
Tender writing style
Consistency
Writing as a team

Section 4 Writing Strategies for Tenders

Writing the specific parts of a tender—
Executive summaries
Tender questions
Key tender terms
The use of Hot Buttons in tender writing
Key Performance Indicators

Section 5 Tender Submission and Assessment

The editing process
The end of the tender process
Tips for the final tender presentation
Tender assessment
Worked example—Tender Evaluation Plan

Section 6 Tender Assessment Report

Real example of an assessor's report