

# Foundation Bid and Proposal Management Exam Preparation Course

22 – 26 March 2027
Dubai

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**Ref:** 1721_229239 **Date:** 22 – 26 March 2027 **Location:** Dubai **Fees:** 4500 Euro

## Overview

Foundation Bid and Proposal Management Exam Preparation Course is a one-week course for bid coordinators, proposal writers, business development teams, capture contributors, and subject specialists, who leave with a Foundation Exam Preparation and Proposal Practice Pack. Participants map entry-level APMP knowledge areas to opportunity, capture, development, review, and ethical practice. The course combines structured study with applied proposal tasks and knowledge checks. Agile Leaders Training Center presents foundation bid and proposal management exam preparation.

## Who Should Attend

- Functions responsible for coordinating bids and proposal schedules
- Teams responsible for proposal writing, editing, and content integration
- Functions responsible for opportunity qualification and capture support
- Teams responsible for business development and commercial responses
- Subject specialists who contribute evidence and solution content to proposals

The course assumes participants have exposure to a bid or proposal environment and leaves out exam registration, exam fees, APMP membership, certification award, and accredited training-provider status.

## Departments and Industries

The course supports departments and industries that develop competitive, compliant responses to customer requirements.

- Business development, sales, and capture functions
- Commercial, tendering, and proposal-management offices
- Engineering, construction, and professional-services firms
- Technology, telecommunications, and managed-service providers
- Public-sector suppliers and regulated-industry bid teams

## Learning Objectives

By the end of this course, participants will be able to:

- Apply foundation bid and proposal management terminology to lifecycle activities
- Analyze opportunity information and support qualification decisions
- Build a capture and proposal responsibility map
- Use a compliance matrix and content plan
- Evaluate proposal sections for responsiveness and persuasiveness
- Prepare an APMP Foundation study plan and knowledge-gap log

## Course Agenda

### Day 1: Profession, Lifecycle, and Ethics

- APMP Foundation Knowledge Areas and Independent Exam Preparation Boundaries
- Business Development, Opportunity, Capture, and Proposal Lifecycle Map
- Bid and Proposal Roles, Responsibilities, and Handoffs
- Professional Conduct, Confidentiality, Integrity, and Conflict Awareness
- Foundation Knowledge Baseline and Personal Study Log

### Day 2: Opportunity and Capture Foundations

- Market, Account, Opportunity, and Competitor Information
- Opportunity Qualification Criteria and Bid Decision Record
- Customer Requirements, Issues, Hot Buttons, and Value Drivers
- Capture Plan, Win Strategy, and Positioning Actions
- Opportunity and Capture Review Evidence Sheet

### Day 3: Proposal Planning and Compliance

- Request Analysis and Requirement Classification
- Proposal Compliance Matrix and Response Traceability
- Work Breakdown, Schedule, Milestones, and Resource Assignments
- Content Plan, Storyline, Themes, and Proof Points
- Kickoff Inputs, Contributor Briefs, and Version Control

### Day 4: Writing, Graphics, and Reviews

- Customer-Focused Proposal Writing and Plain-Language Editing
- Features, Benefits, Evidence, and Discriminator Statements
- Headings, Action Captions, Graphics, and Page-Level Readability
- Vertical, Horizontal, Visual, and Compliance Reviews
- Comment Resolution, Management Debrief, and Lessons Capture

## Day 5: Knowledge Checks and Preparation Practice

- Foundation Terminology Retrieval and Scenario Classification
- Practice Questions and Rationale Review
- Exercise: Build a Proposal Compliance Matrix
- Exercise: Evaluate a Proposal Section and Review Comment
- Capstone Exercise: Foundation Exam Preparation and Proposal Practice Pack

## Practical Exercises

The course uses suggested activities based on fictional commercial, technology, engineering, and services opportunities.

- Suggested activity: map lifecycle stages, roles, decisions, inputs, and outputs for a sample opportunity.
- Suggested activity: record qualification evidence and prepare questions for an opportunity review.
- Suggested activity: convert a request excerpt into a requirement register and proposal compliance matrix.
- Suggested activity: develop a content plan with themes, proof points, owners, and review criteria.
- Suggested activity: complete timed knowledge checks and update an APMP Foundation study plan.

## FAQs

### Is this an accredited APMP Foundation course?

No. This is independent exam preparation and proposal-management training. It does not represent APMP Accredited Training Organization status and does not include membership, exam registration, exam fees, or certification.

### Who suits APMP Foundation exam preparation?

APMP Foundation exam preparation suits early-career bid and proposal professionals and contributors who want structured review of entry-level knowledge alongside practical proposal exercises.

### What proposal-management topics does the course cover?

The course covers lifecycle roles, opportunity qualification, capture support, compliance, planning, customer-focused writing, graphics, structured reviews, ethics, knowledge checks, and study planning.

### How should participants use the APMP Foundation study plan?

Participants use the plan to map knowledge areas, record confidence, schedule review, practise retrieval, analyze incorrect answers, and identify official exam information that must be checked directly with the certification administrator.

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## Conclusion

Participants take a Foundation Exam Preparation and Proposal Practice Pack back to work. It combines a lifecycle map, qualification record, capture responsibilities, proposal compliance matrix, content plan, review checklist, ethics prompts, knowledge-gap log, and APMP Foundation study plan. The pack connects independent exam preparation with disciplined bid and proposal practice.