

Greater Houston Chapter		Meeting Minutes	
APMP <i>Association of Proposal Management Professionals</i>	Subject: You Must Be Present to Win! How to Coach Experts for Project Interviews and Presentations	Date: 10/03/07	Start Time: 11:00 AM
	Written By: Janet Dodd	Date of Report: 10/10/07	Meeting Location: ABB
	Attended By: 23 Members and Guests	Distribution: APMP Houston Chapter Website	Speaker: Sandra Zimmer

Topic	Notes	Action
Meeting Welcome	Jeannette Waldie, President, opened the meeting. She welcomed everyone and spoke a few words about the benefits of APMP.	
Speaker Introduction	Tanya Willis introduced Sandra Zimmer of The Writing Workshop.	
Door Prize Drawing	As a door prize, Shipley Associates donated a free registration to their upcoming proposal workshop to be held in Houston in November. Kim Muckelroy was the lucky winner.	
Presentation	<p>After lunch, Sandra Zimmer made her presentation, "You Must Be Present to Win! How to Coach Experts for Project Interviews and Presentations."</p> <p>Sandra stressed that the real purpose of project interviews is for the client to find the team they can work with. By virtue of making it to the oral presentation stage, the client already deems your firm capable and competent. Now they're looking for the company they can trust.</p> <p>The key for presenters is to connect with the audience by being natural and authentic. Sincerity is paramount to building trust. By coaching the team through a presentation training process, each member can learn to speak comfortably, passionately and persuasively. The team will become unified group and will make a genuine connection with the client.</p> <p>Key points of the presentation preparation process are:</p> <ul style="list-style-type: none"> • Identify the intent, look and feel of the interview presentation ... what outcomes do you want to achieve? • Identify the key issues and the main point that "makes the difference." • Identify the persuasive stories that humanize and establish trust/confidence. The theme of a story will be remembered long after dry data is forgotten. • Prepare for client questions. In particular, ensure you have answers for the "tough" questions. • Determine the structure (order, timeline, room layout, etc.) of the interview presentation. 	

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	<ul style="list-style-type: none"> • Provide private time for the presenters to prepare their portions. • Verbalize the individual messages. Talk through each segment, one person at a time, listening to each other for ideas and concepts with which to connect. • Walk through the presentation “on your feet” to get the feel of physical elements. • Practice, practice and practice again. Solicit feedback. Discuss problems and concerns. • Hold a “dress rehearsal” as if the client were actually present. 	
Close of Meeting	<p>Jeannette Waldie thanked Sandra Zimmer for her presentation. A drawing was then held for the door prize donated by Sandra – a CD of her “grounding and relaxation” exercises. Tanya Willis was the lucky winner of that prize.</p> <p>Jeannette then announced the results of the “name the newsletter” contest. “Final Draft” will be the new name of the APMP Houston Chapter newsletter. Jeannette thanked everyone for their participation.</p> <p>The next General Meeting will be held on Wednesday, December 5, 2007 at ABB. The speaker will be Tim Budzik of United Space Alliance. His topic will be “Qualify or Quantify Your Bid Decision.”</p>	