Course B: *Preparing High Qualify and Effective Visual System Proposals*

Course Level: Basic

Instructor: Dave Janke, Barco Training & Simulation

COURSE CONTENT: This course will help participants write high quality and effective proposals for both simple and complex visual system solutions. The course will address the following important topics:

> Purpose and objectives of the proposal
> Types of proposals
> Structure and content of effective proposals
> Essential elements of a proposal
> The proposal team
> Pre-proposal planning and identifying the win strategy
> Storyboarding the message
> Use of graphics
> Consolidating inputs from multiple contributors
> Avoiding common pitfalls that distract and confuse
> Making proposals easier and quicker to prepare
> The review and approval process

The course will utilize both lecture and open discussion to help participants understand what is most effective in communicating to the customer and differentiating their proposals.

WHO SHOULD ATTEND: Anyone involved in preparing visual system proposals including engineers, project managers, product managers, and sales or business development managers.
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KNOWLEDGE & SKILLS TO BE ATTAINED: Participants will gain a good understanding of how to write better proposals that communicate the message effectively.

TUTOR'S VITA: David C. Janke is Vice President of Sales, North & South America, for Barco Training & Simulation. With 21 years of experience in senior management positions in the simulation industry, he has filled assignments in program management, business development, sales, and marketing. During his years of experience he has written, reviewed, or approved hundreds of proposals and understands what is most effective in winning against the competition.

Dave graduated Summa Cum Laude with a BS in Electrical Engineering from Stanford University and holds an MBA from Brigham Young University. His many academic honors include election to the Phi Beta Kappa and Beta Gamma Sigma honorary societies. Dave has actively supported the simulation industry with his participation on committees for IITSEC, ITEC, and the IMAGE Society.