

Your ability at writing bids can be crucial for your business. This full-day **INTENSIVE** masterclass focuses on what you write and how to write to gain the most impact within tight word counts. It will help you use the right models and processes to build compelling bids whatever the bidding process or structure.

This interactive session will share with you proven approaches and techniques, and help you think like a professional bid writer, including:

- Getting right inside the requirement and ‘what they want’ including Social Value
- Understanding “Why us” and how to use that to make your bid stand out
- Successfully navigating The Selection Questionnaire and PQQs
- Key types of questions and how to approach them
- Understanding the client
- Managing word counts and deciding what to include
- Obtaining and using feedback
- Managing your contracts to maximise success .

The workshop will be led by Garry Stone of B2B North. Garry has helped the region secure tens of millions of pounds in contract wins across every sector. He has worked with every type and size of organisation, including mentoring and supporting winning bids from organisations without the size or capability to run their own bid writing team. Throughout the day he will openly share his approach, ways of thinking, and hands-on techniques to help you find ways to compete alongside any business.

**Who should attend?** This event will benefit organisations considering bidding for forthcoming Redcar and Cleveland Borough Council contracts such as Print and Design and Repairs and Maintenance, as well as more experienced organisations interested in taking a fresh look at their strategy for competing for public sector work.



## **Bid Writing & Social Value Masterclass**

*Free full day intensive  
workshop*

**Thursday 27 June 2019**  
**TunedIn, Majuba Road, Redcar, TS10  
5BJ**

**BOOK NOW**

<https://www.eventbrite.co.uk/e/bid-writing-social-value-masterclass-thursday-27-june-2019-tickets-62320215442>