Are you planning to respond to a federal solicitation? Have you submitted numerous proposals without winning any or few government contracts? If you have answered yes to either question, don't miss this opportunity to learn how to define, manage, measure, and optimize your capture plan and win strategy to increase your overall win rate. Workshop participants will derive the following benefits:

- Learn the six keys to winning federal contracts
- Understand capture management and the systematic activities of the process
- Develop a capture plan and win strategy
- Develop capture management products to support proposal development

**Part 1: Introduction and Capture Activities | 10:00 am – 12:00 pm**
This session will provide an introduction to capture management; its alignment with the business development (BD) lifecycle; key factors to winning solicitations; and define the capture planning process, activities and by-products, activity timeline, and management team roles and responsibilities. Participants will engage in hands-on activities relating to Sources Sought notices/Request for Information/Request for Proposal, capabilities, gap, and SWOT analyses, customer environment research, call plan development and execution, opportunity shaping, teaming, and competitive analysis.

**Part 2: Capture Activities for Pre-RFP Release | 1:00 pm – 3:00 pm**
This session will focus on proposal tutorial, questions, collection, development, review, and submission. Additionally, participants will learn win theme development, win strategy development, solution development, pre-RFP proposal response development, and draft RFP “shredding.”

Fee is $25 per attendee, which includes workshop materials and lunch.
Register online at [www.easternflorida.edu/go/sbdc](http://www.easternflorida.edu/go/sbdc) or call the FSBDC at 321-433-5570

Presented by: Debra Yeagle, PMP, AM.APMP
A small business owner herself, Deb Yeagle has 25+ years’ experience as a DoD civilian with a career spanning from a GS-1 Research Apprentice to a GS-15 Executive Department Head. She has 7+ years’ industry experience with a background in both operations (program management) and business development (opportunity identification and qualification, proposal planning/capture, proposal management, and proposal development). Deb is both a certified Project Management Professional (PMP) and Association of Proposal Management Professionals (APMP) Foundation Level (AM.APMP) and Project Management Professional (PMP).