

Writing Skills for Tenders

One-day Course

Anyone involved in any phase of tender or proposal writing should attend this course. Learn how to write winning tenders and how to avoid the common tender pitfalls. Learn also the five points of tender assessment and how it affects how you should construct the tender.

Section 1 Introduction to Tender and Proposal Writing

A tender writing strategy
Are your tenders less successful than you would like?
The 10 keys to writing a successful tender or proposal
Common tender and proposal mistakes
Should you bid for a tender?

Section 2 Effective Writing Skills

The Beginning
Audience analysis overview
Preparing to write
Planning
Writing effective sentences
Writing effective paragraphs
Paragraph development

Section 3 Style Issues

Writing style
Tender /proposal writing style
Common writing faults
Style and Style guides
Common style issues
Consistency
Writing as a team

Section 4 Writing Strategies for Tenders

Writing the specific parts of a tender
Executive summaries
Tender questions
Key tender terms
The use of Hot Buttons in tender writing
Key Performance Indicators

Section 5 Tender Submission and Assessment

The editing process
The end of the tender process
Tips for the final tender presentation
Tender assessment
Worked example—Tender Evaluation Plan
Code of conduct for the tender process

Section 6 Tender Assessment Report

Real example of an assessor's report

Appendix 1 Criteria definitions
Appendix 2 Words commonly confused and misused

Other reading matter

With the course you get a certificate of completion and a comprehensive manual with full text for all topics enabling the manual to be used later as a reference.

About Jill

Jill Nicholson is an experienced technical and business communicator who lectured for many years at the University of Technology, Sydney. She now presents technical and business communication courses to Government Departments and to the private sector in Australia, New Zealand, the USA, and Singapore; and writes and edits a variety of documents for business clients.

Jill has presented courses at the University of California at Santa Clara, the Colorado School of Mines, the University of Western Sydney, Ngee Ann Polytechnic in Singapore, and the University of Technology, Sydney. She also presents workshops at the Society for Technical Communication (USA), and the ASTC (NSW) annual conferences.

Jill is a former President of the ASTC (NSW) and the Australia Chapter of the STC.

Formal education includes an MSc(Hons), a Graduate Diploma in Economics and an Advanced Diploma in Technical Writing (USA).

Sloppy, careless writing may mean sloppy careless work.