

# IN SPORT

## winning is everything

### In tendering it's the same

So if you're going 'head to head' with fierce competitors on a bid, having the best team and the best game plan is essential.

That's where Plan A can help. Our tender writing and bid management experts add bench strength to your organisation and assist you to:

- Write compelling content to make your tender stand out
- Develop winning bid strategies, and
- Optimise your tender evaluation scores.



### Five reasons why it makes sense to have the Plan A team on your side

#### 1 We know what the evaluators look for

Plan A is the ONLY tender writing company that also works closely with tender evaluators.

We understand scoring systems and preferences, and we know where the benchmarks are.

#### 2 We have more experience in bid writing than anyone else

Since 1998, we've written thousands of winning bids, in just about every industry sector.

Plan A is the largest team of professional bid writers in Australasia.

#### 3 Independent, robust reviews and guidance on strategy

We have collective, detailed knowledge of civil contracting, engineering and many other sectors, so the Plan A team asks the right questions.

We challenge you to deliver the most compelling bid possible.

#### 4 Masters of organisation—the fine art of bid management

Our tender development processes have been stress-tested to the max.

We'll manage your content development, review and production so your bid comes together like clockwork.

#### 5 You can get on with your day job

Using Plan A's professional Tender Writers and Bid Managers frees you to do what you're best at!

Meanwhile, we produce a compelling, polished bid to give you the best chance of winning.

## Lift Your Game

Training in Tender and Proposal Writing



Learn the secrets of winning tenders from the experts – Plan A.

### FULL DAY COURSE

\$750 plus GST\* per person

\* Earlybird Price if booked and paid one month in advance \$699 plus GST per person.

\* In-house courses available, POA. Minimum numbers apply.

### REGISTER FOR AN UPCOMING COURSE:

Go to: [www.plana.co.nz](http://www.plana.co.nz)

Email: [training@plana.co.nz](mailto:training@plana.co.nz)

Call: 0800 PLAN AA (752 622)



# The Plan A Lineup



**Heather Murray**

- 18 years' professional experience (7 in tendering)
- Expert bid coach and manager
- Specialist in three waters, social services, and PPPs



**Chris Worth**

- Outstanding analytical skills
- 30+ years' international senior management in IT and technology
- Has written and managed hundreds of tender submissions in technology, roading, health, social services and more



**Kerrie McEwen**

- Highly reliable all-rounder
- 16 years' professional experience in over 30 countries
- More than 20,000 hours experience in tendering



**Christina Low**

- 20 years' professional experience in communication, strategy and marketing
- Expert in tender writing and bid management



**Alec Brown**

- 25 years' expertise in marketing and communications professional
- 7 years working with Plan A writing compelling tenders in infrastructure, health, marketing, IT and more



**Jan Marsh**

- A skilled technical and business writer
- Expert in instructional design
- Strong track record (since 2003) of working closely with clients to write manuals, tenders and operations documents



**Erica Welsford**

- Multi-skilled contributor to projects for Plan A clients
- Strengths in proofing, project management and tender writing



**Cathy Sneyd**

- Broad senior project management and consulting expertise
- Highly qualified and experienced author of business documentation, from tenders to technical policies



**Rebecca Skagestad**

- 15 years' expertise working in tendering including oil and gas industries, infrastructure construction and maintenance
- Has worked in in-house bid teams for major international companies in Australia, NZ and Europe



**Kathy Jamieson**

- Key member of the Plan A team since 2002
- Specialist skills in training and bid facilitation
- Has contributed to hundreds of successful tenders and business documents



**Andrew Denton**

- Graphic designer with 18 years' experience
- Supports the Plan A writing team
- Develops powerful graphics for tenders and marketing collateral



**Rebecca McGarry**

- Skilled writer and project manager of tender responses and businesses documents in NZ and the UK
- Highly qualified, passionate about research and persuasive writing



**Candice Elgar**

- 15 years' experience in corporate and senior communications roles
- Skilled technical writer on tenders, website and marketing material



**Jolene Stockman**

- Qualified technical and marketing writer
- Experienced in supporting business growth through powerful writing



**Monique Pearson**

- 16 years in strategic business development roles in professional services companies in NZ, Australia and South Africa
- Has led pursuit teams for major multi-national bids
- Delights in creating well-structured, persuasive content for tenders



**Donna Smithies**

- 10 years' tenure within a large professional services consultancy
- A veteran writer and project manager of hundreds of tender submissions and business documents



**Caroline Boot**

- 19 years' tendering experience
- Tender evaluator trainer and assessor
- Plan A founder



**Tim Duffett**

- Started Plan A tender writing in 1998
- Governance and strategic input
- Marketing and financial background

To receive your free copy of **Tendering Tips & Tricks**, email [tendertips@plana.co.nz](mailto:tendertips@plana.co.nz)

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