

Kick-Off Workshop and Bid Strategy for BWA Licence Bid

<i>Year</i>	<i>Industry</i>	<i>Functional Area(s)</i>	<i>Type(s) of Service</i>	<i>Case No</i>
2005	Telecom	- Bid Management	- Workshop Facilitation - Expert Advice	364

The Client Company

A national cable operator, providing cable TV and fixed line telecom services.

The Client's Situation

The client company planned to bid for a national BWA licence (Broadband Wireless Access, WiMax). The client was seeking for expert advice to develop a successful bid strategy.

CSK's Assignment and the Approach

CSK (in cooperation with Merlin Consulting, Malta) facilitated a 2-day workshop with the client management and the board of directors in order to develop a sound bid strategy, and to setup the bid team.

CSK/Merlin used a proven workshop concept, including Merlin's six elements for a winning bid, lobbying matrix, bid strategy and message tree development, project team definition, and project outline.

Further, CSK provided key inputs on how to run a bid project from a logistics point of view.

The Result

At the end of the workshop, the team had developed a convincing bid strategy with the key messages (message tree) for the storyline. Also, the team had setup an overall project plan, the key members of the project team, and a high-level business case.

