

## Examination Preparation Workshop

# APMP Foundation-Level™ Webinar

Become an APMP accredited Proposal Manager !

### Organisation

CSK Management GmbH  
(Approved Training Organization,  
ATO)

[www.cskmanagement.com](http://www.cskmanagement.com)



### Trainer / Contact

Christopher S. Kälin  
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### Fee

CSK Webinar Course Fee:

USD 325.– (for APMP members\*)

\* non-members: USD 395.–  
(excl. Examination Fee and  
Proposal Guide)

**APMP Examination Fee:**  
(register separately here:  
<http://www.apmg-exams.com>)

APMP members: USD 400.–  
Non-members: USD 600.–

### Proposal Guide:

On-line version: free of charge

Printed Copy:  
from USD 59.- + shipment  
(order at APMP Store on  
[www.apmp.org](http://www.apmp.org))

### The APMP Accreditation Program

The APMP Accreditation Program is the world's first Professional Accreditation Program for those working in a bid and proposal environment. The Program uses a process of examination and competency-based assessment, which is consistent and measured against worldwide best practice standards. Each level is tested in a different way, requires a minimum level of experience, and verification with a self-selected reference. The APMP-Foundation™ Level Accreditation is the entry level for the program.

### Why You Should Pursue Accreditation ?

When you achieve APMP-Foundation™ Level Accreditation, you demonstrate to your peers, clients and organization that:

- You are knowledgeable of the best practices for bid and proposal management.
- You are committed to your own professional development in the industry.
- You are prepared for additional responsibility and more complex assignments.
- You are positioned for the next level of Accreditation  
– APMP-Practitioner™ Level.

### The CSK Accreditation Webinar

The CSK Accreditation Webinar offers its proven Accreditation Preparation Workshop over the web (using WebEx). To combine the cost benefit of a typical web-based solution with the advantages of an on-site training, CSK offers a series of four Webinar sessions with a high level of interaction with a real trainer.

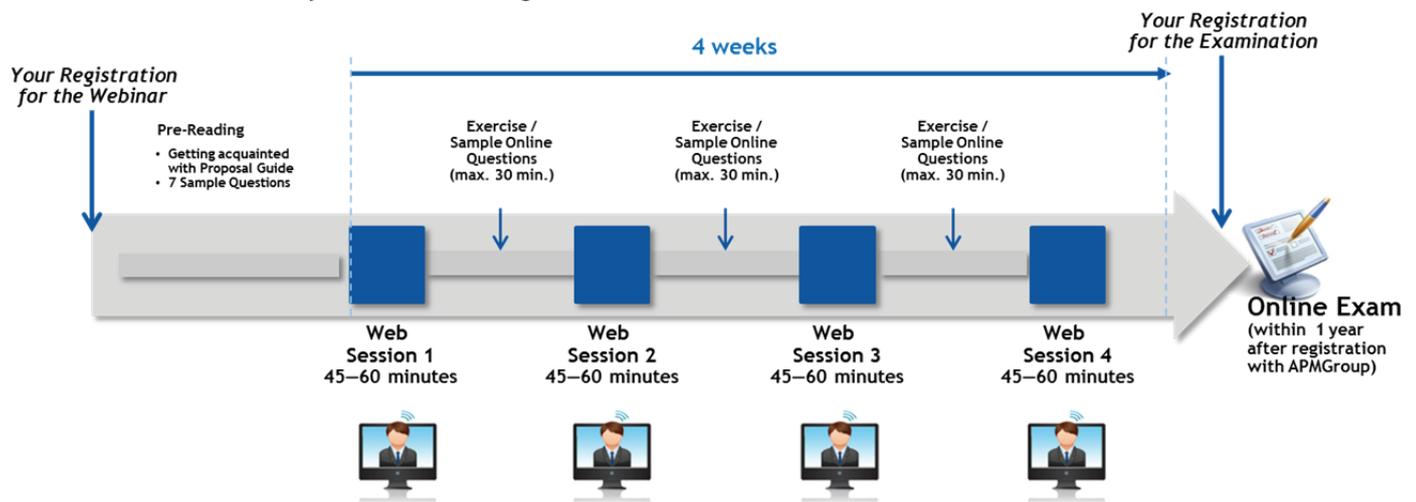
Experience shows that fully automated trainings cannot lead to the same high level of pass rates as those where participants can discuss issues live with a trainer. As opposed to typical online training concepts, CSK provides interactive access to a real trainer delivered over the web. This means learners can resolve issues in real time and comprehension and retention is increased.

To compensate with the potential disadvantage of the fact that you might not be able to attend all the sessions, we record all webinars for you so that you still have access to the same content, too.



## Workshop Description

The Webinar is comprised of four training sessions of 45–60 minutes each. Experience shows that sessions longer than this result in a clearly reduced learning effect.



Between the Webinar sessions, you will (according to your level of experience and skills) be able to go through exercises and online sample questions.

The CSK Accreditation Training includes the following elements:

- We guide you through the APMP-Syllabus to make sure you know which areas are potentially tested.
- The five Key Competence Areas are:
  - Sales Orientation
  - Information Research and Knowledge Management
  - Proposal Planning
  - Proposal Development
  - Proposal Management
- The participants learn the APMP specific terminology
- To prepare for the exam, we guide the participants through typical sample questions
- We provide hints for answering the exam questions most efficiently (types of questions, answering tactics, timing etc.)

After the Webinar series (but within 1 year after registration for the exam), you will individually log-in to take the online examination.

## Your Benefits

The CSK combines the cost benefit of a typical web-based solution with the advantages of an on-site training:

- Efficient, web-based delivery, highly interactive due to access to real trainer
- No travel cost
- No travel time required
- Distributed over four weeks – no „block time“ needed

## Your Trainer



**Christopher S. Kälin, CPP APMP Fellow** He is the founder of CSK Management, a specialized consulting boutique for proposal management. His track record shows a profound experience with proposal projects in Europe, Asia and America. Chris developed the BidMaster approach to develop winning proposals. He and his team provide proposal training, and help companies to optimize their proposal processes. He also supports companies "side-by-side" to win strategic deals. Chris is also lecturer at the Zürich University of Applied Sciences. Prior to CSK, he worked with IBM, Arthur D. Little, and SONY. He holds a masters degree in business administration and IT. He speaks German, English, and French. He regularly presents at the Annual APMP conference, the UKAPMP conference, and the APMP DACH conference. Christopher S. Kälin is the Regional Director for APMP's Europe/Africa region, and chairman of the APMP DACH chapter.

## Language

English

## Prerequisites

The Foundation Level is aimed at proposal professionals with one to three years of experience. Your one-year minimum experience working in a bid and proposals related environment will be verified with a reference you choose.

## Time and Date

To find out about (and register for) the next webinar series, please visit [xxx](#)

## Course and Examination Fees

### CSK Webinar Course Fee (excl. Examination Fee)

The course fee of USD 325.— includes: (for APMP members, Standard Price USD 395 )

- Tuition fee
- All handouts and pre-reading materials (printable PDF)
- Access to a complete set of 75 sample questions

### APMP Examination Fee\* (online exam):

Please register separately with APMP for the online examination after the completion of the webinar:

<http://www.apmg-exams.com>

- APMP members\*\*: USD 400.—
- Non-members: USD 600.—

\* Pricing for APMP's exam is provided here for informational purposes only and is subject to change at any time and without notification. Please contact APMP directly for more information on the exam and pricing, or to schedule an exam.

\*\* The annual membership is USD 125.— . See <http://www.apmp.org>, under „Membership“

### Proposal Guide (3rd edition)

- Online version: free of charge (you will get an access code through CSK)
- Printed version: ~USD 59.— (Note: make sure you get the 3rd edition, not the 4th edition!)+ shipment

## CSK is an Approved Training Organization (ATO) of APMP®



All prospective ATOs must go through an exhaustive approval process to ensure they meet the high quality course delivery of APMP accreditation standards. The process includes designating a lead trainer, attending and auditing workshops led by APMP's Chief Examiner, developing course materials that meet APMP accreditation standards and having those materials approved.

CSK is highly qualified to run this Accreditation Webinar. CSK is a specialised training and consulting provider, focusing exclusively on Proposal Management. The course program has been developed for bid and proposal professionals seeking to increase their win rates and to pass APMP's Foundation-Level Accreditation.

## Questions?

[training@cskmanagement.com](mailto:training@cskmanagement.com)

## Registration

Register for the next APMP Accreditation Webinar !

[www.cskmanagement.com/webinar-foundation](http://www.cskmanagement.com/webinar-foundation)

After registration, you will receive an immediate confirmation. Soon after, you will receive your pre-reading assignment.