

# QUAD CHART WORKSHOP

“How to develop compelling Quad Charts”



**Quad Charts** have been used by the international defence industry for many years to succinctly and effectively communicate a proposal or capability. These same techniques are now being used by companies as a way to market themselves better to defence and other prime contractors.

If you are wanting to better position your firm for potential defence contracts or indeed any others, then this workshop is a ‘must’ for you.

Defence Industries Queensland in partnership with ICN would now like to extend an exclusive invitation to members of your business development and marketing teams to attend this workshop.

**You will learn:**

## Session 1

- Why early positioning is so important and how to achieve it
- How to really differentiate yourself from your competitors
- How to improve your client focus
- Writing tips to enhance clarity and readability

## Session 2

Through practical and interactive exercises:

- Typical structures for Quad Charts
- Using available space to maximum effect
- How to apply persuasive writing techniques in developing compelling Quad Charts

**The workshop** will be presented by BidWrite - specialists in helping businesses win work across a range of industries, particularly in defence.

**Places are limited so book early to reserve your seat.**

## REGISTER NOW!

**Time:** 8:00am arrival for 8:30am to 12:30pm

**Price:** \$50 per person

**Date:** Thursday, 23 June 2016

**Venue:** Beenleigh Events Centre  
Cnr Crete & Kent Streets  
BEENLEIGH 4207

**Register:** [CLICK HERE](#) to Register Now!

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# About the Facilitators:

## Rodger Manning: Managing Consultant

Rodger is a highly respected bid consultant for BidWrite and has 18 years of international proposal management, business development and project management experience within a variety of industries, including defence. He is experienced working with both large and small companies and gains as much satisfaction helping an SME win a \$0.5m contract, as the billion dollar contracts he has helped international companies win.

His broad experience enables him to develop, sell, negotiate and deliver proposals, strategies and solutions to a broad range of stakeholders, including clients, executive management, partners, suppliers and shareholders. Rodger's inclusive leadership style, combined with a passion and enthusiasm for the demands of tendering, have helped him achieve a personal success rate of more than 75% for his clients.



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buy better + win more



## Craig Wilson: Project Engineering Specialist, ICN

Craig has over 35 years experience in domestic and international manufacturing and related industries including mining, civil construction, automotive and defence.

Manufacturing, project and design engineering have long been his passion and he has enjoyed a broad career in automotive and general engineering industries. He has held senior management roles in heavy vehicle manufacture, aftermarket and Tier 1 supply to major auto manufacturers and Department of Defence in Australia, materials handling and maintenance.

Craig also has over 20 years experience in Workforce Training and Assessment including NESB and winning the 'Queensland & Australian Training Awards' for his work in Vocational Training.



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