



Winning GWACs, IDIQs and Task Orders for Federal Contractors

The market for multiple award contracts (MACs) is rapidly changing with contract consolidation and category management. Learn how to target and win the best government-wide acquisition contract (GWAC) and indefinite delivery/indefinite quantity contract (IDIQ) vehicles and avoid empty vehicles with effective task order (TO) bids. In this class, students will learn about the different types of MACs and how to perform targeted capture and proposal activities to win MACs and TOs that are the best fit for your company.

What you will learn:

- Understanding different types of Multiple Award Contracts (MACs)
- Latest trends
- How to identify and win GWAC and IDIQ contracts that are the best fit for your company
- How to perform targeted capture and write winning GWAC/IDIQ proposals
- How to avoid empty vehicles and maximize return on investment (ROI) with effective task order capture and proposal management
- How to create and run a task order factory

Who should attend?

This class is designed for business development, capture management, and proposal management professionals as well as for company executives and operational managers, including project managers and technical professionals who participate in the process or anyone who needs to understand how to win the best vehicles and maximize revenues.

Seminar schedule:

Time	Activity
8:30	Introductions and purpose
8:45	Understanding different types of MACs
9:15	Importance and trends
9:30	Team activity: category management impacts

Time	Activity
10:15	Break
10:30	Winning a spot on a vehicle: capture
11:00	Team activity: picking the best vehicle
11:30	Lunch
12:30	Winning a spot on vehicle: proposals
1:00	Team activity: data aggregation for proof points
1:45	Maximizing task order wins: capture
2:15	Break
2:30	Maximizing task order wins: proposals
3:00	Team activity: design your task order factory
3:45	Conclusions and Q&A

Instructor:

Lisa Pafe



Lisa Pafe teaches our Proposal Review seminar, Proposal Writing class, GWAC/IDIQ class, and APMP Foundation Certification class. She brings 25 years' experience in management consulting, marketing, business development, project management, and proposal management. Her experience also encompasses project management, business process improvement, and organizational change management. She is a

Project Management Institute (PMI) certified Project Management Professional (PMP) and an APMP Fellow with Professional-level certification (CPP APMP). She is a trained Internal Auditor for ISO 9001:2008. She holds a Masters of Information Systems from The George Washington University School of Business and a Masters of Public Policy from Harvard University. Lisa has managed hundreds of winning government proposals and brings extensive experience in all aspects of business capture and proposal operations.

Lisa was the 2016-17 Association of Proposal Management Professionals (APMP) National Capital Area (NCA) Chapter President and previously served as Vice President and Chair of NCA's Speaker Series Planning Committee. She is a frequent speaker at APMP and PMI events and a regular guest columnist for Washington Technology.