



Presents a Learning Seminar on...

Learn. Focus. Lead.

UNDERSTANDING DoD SOURCE SELECTION

Linking the DoD Source Selection Process to Your Proposal Development

Join us for a day designed to help you better understand how the Department of Defense (DoD) selects contract awardees. The landscape for DoD contracts is becoming more competitive every day due to increasing pressure on the DoD budget, delays in the contracting processes, changes in contracting laws, and an inexperienced procurement workforce. To succeed in this environment companies must execute capture and proposal efforts with maximized efficiency, focus, and effectiveness.

Agility Development Group and **Hogan Government Solutions** have teamed and created a one-day seminar to give attendees a 'peek behind the curtain' of the mechanics of Source Selection and how award decisions are made. There are unique nuances to this process directly impacting how you should structure and develop your proposals.

BETTER UNDERSTAND:

- The DoD Source Selection process
- How evaluators conduct & document evaluations
- Critical proposal development Do's & Don'ts
- How to structure & write narratives optimized for the DoD
- How the process affects development of your proposal
- Common myths that result in poorly evaluated proposals
- How to focus reviewers on providing value-added critiques
- 'The Value of Blue' in price trade off decisions
- Industry capture & proposal process relationship to Government procurement processes

3 Dates & 2 Locations to Choose From:

Tysons Corner Marriott

8028 Leesburg Pike, Tysons Corner, VA

October 22, 2014 or October 23, 2014

9:00 a.m. - 3:00 p.m.

Hampton Inn & Suites *(tentative)*

8021 Arco Corporate Drive, Raleigh, NC

October 28, 2014

9:00 a.m. - 3:00 p.m.

Cost:

\$975 / person

Breakfast & Lunch Included

**Limited
Seats!**

In addition, attendees will participate in an extensive Q&A session, receive updates on five of the most strategic DoD contracts scheduled for release in the upcoming year, network with potential teaming partners, and meet two of the industry's leading experts on DoD contracts.

All course attendees will receive "take home" materials and a certificate of completion.

REGISTER NOW: WWW.AGILITY-GRP.COM/TRAINING

*DoD Source Selection Seminar Focus Areas...***Key Topics:**

- Source Selection / Evaluation Mechanics
- C, L & M Decomposition Techniques
- The 'Psychology' of Evaluations
- Annotated Outline Development
- Proposal Do's and Don'ts
- Conducting Quality Review for DoD Opportunities
- Pricing Philosophy (LPTA and Tradeoff)

Contract Overviews:

- ITES 3S (Army)
- Encore III (DISA)
- RS3 (Army)
- PASS / PASS SB (Navy)
- Warfighter Focus (Army)

ABOUT THE SEMINAR LEADERS

Michael J. Devine III
Lieutenant Colonel (Ret)
President & CEO,
Agility Development Group

Michael is a retired Defense IT Program Manager whose education and training includes a Masters Degree in Defense Acquisition Management and DoD certifications in Program Management, Contracting, Information Technology and Logistics. Michael's specific areas of expertise and experience includes applying this knowledge to help customers succeed in DoD specific business development; capture planning and execution; and proposal management and development work. Additional areas of experience include requirements; Defense fiscal planning, programming, budgeting and execution; Defense information technology services and infrastructure; and Defense logistics. During his career Michael participated in the development and evaluation of 100+ solicitations. Michael and his family live in Pinehurst, NC and enjoy spending their free time hiking in the Appalachian Mountains of NC.



Thomas Hogan
Colonel (Ret)
President & CEO,
Hogan Government Solutions

Tom works as an independent consultant assisting industry with business development, business intelligence, capture of Government IT products & services procurements (primarily DoD). He is a retired Acquisition Officer whose roles included Deputy Project Manager, Product Manager, Project Manager and Military Deputy PEO for PEO Enterprise Information Systems (PEO EIS) with 1000+ subordinates, a \$2B+ budget and responsible for all Army IT infrastructure, DoD Biometrics programs, all Army Enterprise Licensee Agreements and the five large (total ceiling of \$39B) Indefinite Delivery, Indefinite Quantity (IDIQ) contracts—ITES-2S, ITES-2, ADMC-2, WWSS and IMOD. As a consultant, he has had tremendous success helping his clients win IDIQs with a win rate well over 90%. Tom lives in Springfield, VA and is passionate about his work as a football coach for Thomas Edison High School in Alexandria, VA.

Additional Classes from AGILITY DEVELOPMENT GROUP

- **Qualifying Opportunities:** *How to find the right contract for you.*
- **Pipeline Management:** *How to identify and track future contracts for you.*
- **Capture:** *How to prepare successfully for a winning proposal effort.*
- **Teaming Strategy:** *How to partner with other companies to win.*
- **Proposal Development:** *How to write a winning proposal – It's a process not an event.*
- **Leading a Proposal Development Team:** *How to bring together the team in order to win.*
- **Section L & M:** *How to interpret the Government's instructions so you can win.*
- **Writing Past Performance:** *How to tell your company's story in order to win.*



**Contact Us
& Learn
More!**

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