

## Charting Your Path: A Road Map for Proposals that Make an Impact Sponsored by UVA in cooperation with StickyNote Creative

Responding effectively to an RFP is an obstacle that prevents many small, women, and minority owned businesses from competing for governmental contracts.

More so than ever, proposals have become highly customized, visual documents that need to not only provide answers to a series of questions about a specific project, but also convey a firm's brand, expertise, and communication style. Great proposals involve several different elements including: planning, writing, editing, and graphic design. A/E/C firms cannot simply aim darts at the dart board and hope for the best when it comes to winning work. And no matter the size or setup of your firm, having a game plan for creating a successful proposal is necessary.

This workshop will cover the key considerations to building a roadmap towards a powerful proposal following the requirements of documents issued by the Commonwealth of Virginia including:

- Letter of Interest & Statement of Qualifications, HECO-16
- Request for Proposals

The information you take away will empower you to take the necessary steps to increase your chances of getting a positive outcome on your next Request for Proposals submission.

### Who should attend?

This workshop is for contractors and business owners who want:

- to better understand the process and the requirement
- go to a new level
- want to leave with a roadmap to help increase your chances of getting a positive outcome on your next RFP submission



**Pre-registration is required, please register at: <https://www.eventbrite.com/e/214208382037>**

**Cost:** FREE

**Date:** Thursday, December 9, 2021

**Time:** 5:00 pm – 6:30 pm

**Location:** Virtual via Zoom (an invite will be sent to you upon registration)

### **About the Presenter:**

Prior to launching StickyNote Creative, LLC, Bunmi Adeeko Collins, CPSM spent 10 years in the A/E/C industry working in-house as a graphic design and marketing professional for a general contractor.

Beginning with the firm as the graphic designer, she ended her tenure as the Manager of Corporate Marketing & Branding. During those latter years as a manager, Bunmi was responsible for the development and implementation of internal and external communications, support materials and services for all five regional offices. Working collaboratively with a diverse team of staff and management she assisted in the planning, development and implementation of marketing strategies, marketing communications and brand strategy, both external and internal.

As the design strategist behind StickyNote Creative, she specializes in the creation of communications and marketing collateral, as well as business branding and visual identities. Bunmi seeks to help businesses and organizations amplify their marketing through quality design and grow their reach by serving as an extension of their team.

Bunmi is a graduate of Texas State University-San Marcos with a BFA in Communication Design, holds a masters degree in Strategic Design & Management from The New School Parsons School of Design and has earned her Certified Professional Services Marketer (CPSM) designation through the Society for Marketing Professional Services.