

PROPOSALS

THE CE GROUP: COMMUNICATIONS & EVENTS

Plan – Activate – Deliver

“ The key to a successful proposal is understanding the bid’s unique requirements and presenting your plan to meet them. Organization is everything. Providing a well thought out strategic approach from analysis to delivery of a creative presentation ensures the proposal stays *on target*, delivered *on time and budget*.

– Lainey Berkus

STRATEGY

The CE Group understands that submitting a solid proposal is vital to winning a contract. Our goals for our clients go beyond simply building a strong image and generating good will; efforts are aimed at building sales through brand identity, customer loyalty, supporting efforts to improve productivity, efficiency, and responsiveness, resulting in an increase to the bottom line. A carefully planned and packaged RFP proposal can facilitate image development, create service and brand awareness. This strategic positioning is achieved with the following actions:

- Clearly define scope of services
- Provide all informational requests with detail and accuracy
- Describe plans for marketing strategies, operations and community outreach
- Identify measures to enhance image and maximize revenue growth
- Shape theme for campaign
- Deliver effective message points through copywriting, editing, design, formatting
- Coordinate collateral to support proposal
- Facilitate process of testimonials, letters of support, one-on-one introductions
- Package creative enhancement from hard copy to verbal presentation
- Consult on realistic time line
- Execute action plan that sells the experience
- Coordinate all action items throughout the process

Each bid proposal is managed by implementing the following approach; **PLAN, ACTIVATE** and **DELIVER**.

- **PLAN** – Analyze Request for Proposal (RFP), Develop content outline, Create production timeline
- **ACTIVATE** – Design planning and implementation, Content development
- **DELIVER** – Printing and binding coordination, Presentation development

LEAVE A LASTING IMPRESSION

Enhance delivery with creativity and flair, while branding the message throughout the presentation. Presentation WOW combines touch points that are intellectual, visceral and emotional. It gets to the hearts and business minds of people, connecting them to the brand intellectually, emotionally and physically. Finally, we will bring our logistical expertise to the project to create a lasting impression and to make the final presentation memorable.