

Proposal and Bid Writing

Corporate Communications

Course Overview

Proposal and Bid Writing: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Proposal and Bid Writing
- Apply practical tools and techniques for Proposal and Bid Writing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Proposal and Bid Writing in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Proposal and Bid Writing: principles, terminology and context
2. The business case: why Proposal and Bid Writing matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Dar es Salaam	\$1,650
16 to 20 Nov 2026	Gaborone	\$1,550
23 to 27 Nov 2026	Kigali	\$1,395
7 to 11 Dec 2026	Cape Town	\$1,450

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.