

SHIPLEY ASSOCIATES RELEASES NEW WRITING FEDERAL PROPOSALS WORKSHOP

KAYSVILLE, UT. Shibley Associates announces the release of a new training workshop, "Writing Federal Proposals." The new course replaces the well-known course, "Writing Winning Proposals – Federal" that Shibley has successfully taught to thousands of students since the mid-1980s.

The new workshop equips attendees with the skills, knowledge and processes necessary to win contracts in the highly competitive federal marketplace. The new "Writing Federal Proposals" course shares a common case study with the other workshops in Shibley's Winning Federal Business series. In 2008, Shibley will also release two additional new workshops in the series, "Managing Federal Proposals" and "Capturing Federal Business."

Shibley's Vice President for Marketing and Sales, Brad Douglas, said the updated workshop places more emphasis on actual proposal writing and the workshop format includes case studies and exercises that support the learning objectives.

"The new two-day workshop is designed to teach how to execute proposal strategies and helps proposal contributors understand how to apply a proven, repeatable process for federal proposal development," said Douglas. "We have incorporated tools and techniques that simplify the proposal process while also creating content that is easy to evaluate and understand."

Shibley launched the updated training workshop for its clients during multiple sessions March 17-18. There are more than 20 public sessions of the new workshop, "Writing Federal Proposals," planned for the remainder of this year. The dates and locations are listed on the Shibley Associates web site, <http://www.shibleywins.com>.

"Our clients will be able to more easily grasp the techniques and strategies for developing winning proposals by attending this workshop," said Vice President of Training for Shibley, Ed Alexander.

"We have incorporated industry best practices in this fast-paced, exercise-intensive course," said Alexander. "We show the attendees what they should expect and how they should contribute to effective proposal teams. They don't just hear, they see and do. And they leave the workshop with up-to-date electronic tools for every process we teach."

Shibley's new format for written courseware follows modern instructional principles appropriate for adult learners. The course includes an entirely new workbook design that helps students follow their instructor better and also provides a review mechanism to refresh learning weeks or months later.

"The redesigned 'Writing Federal Proposals' workshop quickly conveys the essential sequence of tasks to proposal authors in just two days. Whether they are a neophyte or an old hand in the proposal business, students tell us they love the course and can absorb the content very easily," said Wagner.

As the industry's leader in proposal consulting, Shibley Associates conducted more than 265 workshops in 2007 and trained more than 6,000 people. The company provided more than 50 different workshops at more than 180 locations around the world.

For further information about the public workshop schedule, please contact Debbie Wright at 888.772.WINS (9467) or e-mail dwright@shipleyswins.com.

About Shipley Associates

Since 1972, Shipley Associates has provided organizations and individuals with consulting and training services focused on *winning business* in highly competitive environments. With over 320 consultants worldwide, we support over 180 major proposal efforts per year with a client win rate of over 82%. Our proposal specialists, trainers, and process designers are recognized leaders in developing today's standards for proposal strategy and business acquisition. We offer a unique mix of consulting, training, and process implementation expertise tailored to meet each client's requirements.

Shipley Associates provides capture and proposal support services to the top 23 U.S. defense contractors, has worked with 43 of the top 50 Fortune 500 companies, developed legacy business development processes for four of the top five U.S. defense contractors, developed a global virtual proposal center for a Fortune 10 client; and, trained more than 35,000 people worldwide. For more information, visit the website at www.shipleyswins.com.