

# QUAD CHART WORKSHOP

“How to develop compelling Quad Charts”



**Quad Charts** have been used by the international defence industry for many years to succinctly and effectively communicate a proposal or capability. These same techniques are now being used by companies as a way to market themselves better to defence and other prime contractors.

If you are wanting to better position your firm for potential defence contracts or indeed any others, then this workshop is a ‘must’ for you.

Defence Industries Queensland in partnership with ICN would now like to extend an exclusive invitation to members of your business development and marketing teams to attend this workshop.

**You will learn:**

## Session 1

- Why early positioning is so important and how to achieve it
- How to really differentiate yourself from your competitors
- How to improve your client focus
- Writing tips to enhance clarity and readability

## Session 2

Through practical and interactive exercises:

- Typical structures for Quad Charts
- Using available space to maximum effect
- How to apply persuasive writing techniques in developing compelling Quad Charts

*The workshop will be presented by BidWrite - specialists in helping businesses win work across a range of industries, particularly in defence.*

**Places are limited so book early to reserve your seat.**

## REGISTER NOW!

**Time:** 11:30am arrival for 12:00pm to 3:30pm

**Price:** \$50 per person

**Date:** Thursday, 15 June 2017

**Venue:** Mercure Hotel  
166 Woolcock Street,  
Townsville QLD  
(Afternoon tea will be provided)

**Register:** [CLICK HERE](#) to Register Now!

An activity procured by:



## Defence Industries Queensland

## QMISOLUTIONS

Empowering business. Connecting expertise.



Industry Capability Network

# About the Facilitators:

## David Harvey:

### Proposal and Strategy Specialist (Director East Coast)

As a full-time bid consultant for 6 years, and a Director of BidWrite Pty Ltd since 2012, David excels at building lasting relationships with clients. He is able to quickly understand the key drivers in a business, and identify opportunities to emphasise company strengths, and address perceived weaknesses within bids and proposals.

David is also an experienced senior manager in the fields of systems engineering, sustainment logistics strategy development and business improvement, with a strong background in aerospace and Defence.

- Association of Proposal Management Professionals: Certified Foundation, APMP Member (CF APMP)
- Master of Engineering: Environmental Engineering
- Master of Engineering Science: Computing and Communication

## Craig Wilson:

### Project Engineering Specialist, ICN

Craig has over 35 years experience in domestic and international manufacturing and related industries including mining, civil construction, automotive and defence.

Manufacturing, project and design engineering have long been his passion and he has enjoyed a broad career in automotive and general engineering industries. He has held senior management roles in heavy vehicle manufacture, aftermarket and Tier 1 supply to major auto manufacturers and Department of Defence in Australia, materials handling and maintenance.

Craig also has over 20 years experience in Workforce Training and Assessment including NESB and winning the 'Queensland & Australian Training Awards' for his work in Vocational Training.



#### QMI SOLUTIONS

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