

**GOVERNMENT OF THE DISTRICT OF COLUMBIA  
DEPARTMENT OF GENERAL SERVICES**



**Launch Pad 101: Tips for Success**

**THE PROPOSAL:**

Do	Don't
<ul style="list-style-type: none"> <li>• Tailor your response to explain how you will meet the specific project requirements</li> <li>• Prepare a professional written response; review your response at least three (3) times before submitting, including a review by someone who did not help prepare the response</li> <li>• Address all areas of the Request For Proposal (RFP) in the order in which they appear in the RFP</li> <li>• Make sure proposal content is easy for readers to follow, without too many cross-references to attachments or other proposal sections</li> <li>• Respond to the pricing request exactly as outlined in the RFP</li> <li>• Feel free to provide creative solutions and pricing alternatives ONLY AFTER you have addressed all requirements in the RFP as stated, and identify them as "Optional Task" and "Optional Pricing"</li> </ul>	<ul style="list-style-type: none"> <li>• Assume your experience will speak for itself</li> <li>• Submit less-than-professional quality (e.g., coffee-stained paper, typos, old photocopied materials)</li> </ul>

**THE PRESENTATION:**

Do	Don't
<ul style="list-style-type: none"> <li>• Practice your presentation using a timer to make sure you <b>do not exceed five (5) minutes</b>; the day-of DGS Timer will cut you off promptly</li> <li>• Heed the day-of DGS Timer cues</li> <li>• Speak concisely and get to the point; the Judges Panel needs to hear your Project Management Approach and Pricing, so do not spend too much time on your Introduction and Qualifications/ Experience</li> <li>• Introduce your team and have them speak to their areas of expertise</li> <li>• Relax, be energetic, and let your personality come through</li> <li>• Feel free to use visuals, props, or demonstrations to communicate your point</li> <li>• Bear in mind that not all judges are technical experts in the project subject matter</li> </ul>	<ul style="list-style-type: none"> <li>• Use precious presentation time describing your Certified Business Enterprise (CBE) certification; DGS will already have verified your CBE status before the Launch Pad event</li> <li>• Feel intimidated by the large Judges Panel; the DGS Senior Leadership Team participates to get to know and support the CBE community</li> <li>• Get distracted if there are technology or other logistical issues; we can proceed with the handouts and presenters to impart the information</li> <li>• Leave your team sitting in the corner</li> </ul>

**THE EVENT:**

Do	Don't
<ul style="list-style-type: none"> <li>• Arrive by 8:30am to sign-in and submit your presentation materials (arrival order determines presenter order)</li> <li>• Plan to stay for feedback and awardee announcement (until about 12pm)</li> <li>• Feel free to bring other work to do while waiting</li> </ul>	<ul style="list-style-type: none"> <li>• Leave before the winner is announced</li> </ul>