

# Module - ⑤

FEBRUARY 18, 2025 (Tue) 1:00 pm (90 min, PST)

## MASTERING BID PROPOSALS: KEY STRATEGIES FOR RFP SUBMISSIONS

This session will provide a step-by-step guide on the essential components of a successful bid, how to effectively analyze RFPs and RFQs, and the best practices for submitting proposals that stand out from the competition. Attendees will also learn practical techniques for developing accurate and competitive budgets that align with proposal requirements.

Connecting Small Businesses  
with L.A.'s Big Opportunities

Unlock Contracting Opportunities  
with Free Support Services



### Guest Speakers

### Host & Moderator



Jenni White  
CEO  
Polaris Marketing & Consulting



Andrew Barrera  
Procurement Relationship Manager  
PACE



Cristina Espiritu  
Procurement Manager  
PACE

### THE WEBINAR COVERS

- **ProcureLA/PACE Services**
- **Components of a Bid Proposal** - Learn what to include in your proposal
- **Replying to Contract Compliance** - Different contract compliance and documentation
- **Analyzing RFPs and RFQs** - how to break down and interpret key requirements and evaluation criteria
- **Best Practices for Submitting RFPs** - Explore strategies for tailoring your proposal
- **Budget Development for RFPs**

ProcureLA, a new program launched by Mayor Bass and the City of Los Angeles Economic and Workforce Development Department (EWDD), provides free resources to help small businesses secure contracts and is operated by **PACE (Pacific Asian Consortium in Employment)**.