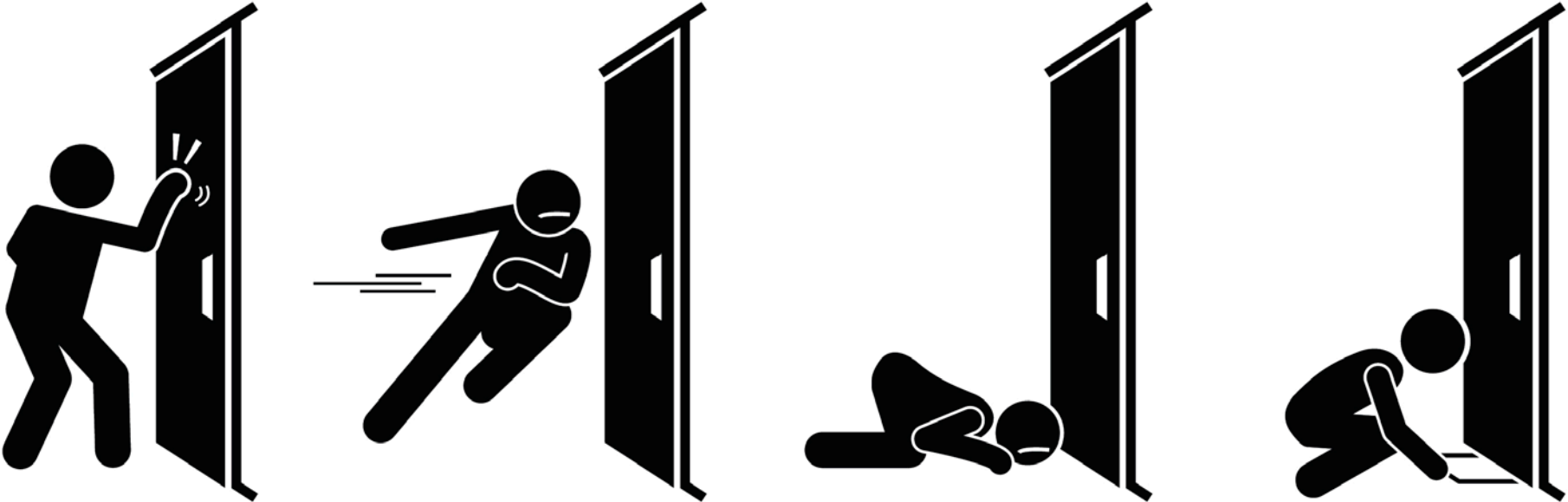


Behind Closed Doors

Leann Webb - Aurora Marketing

September 2018



“The client doesn’t
have a clue.”

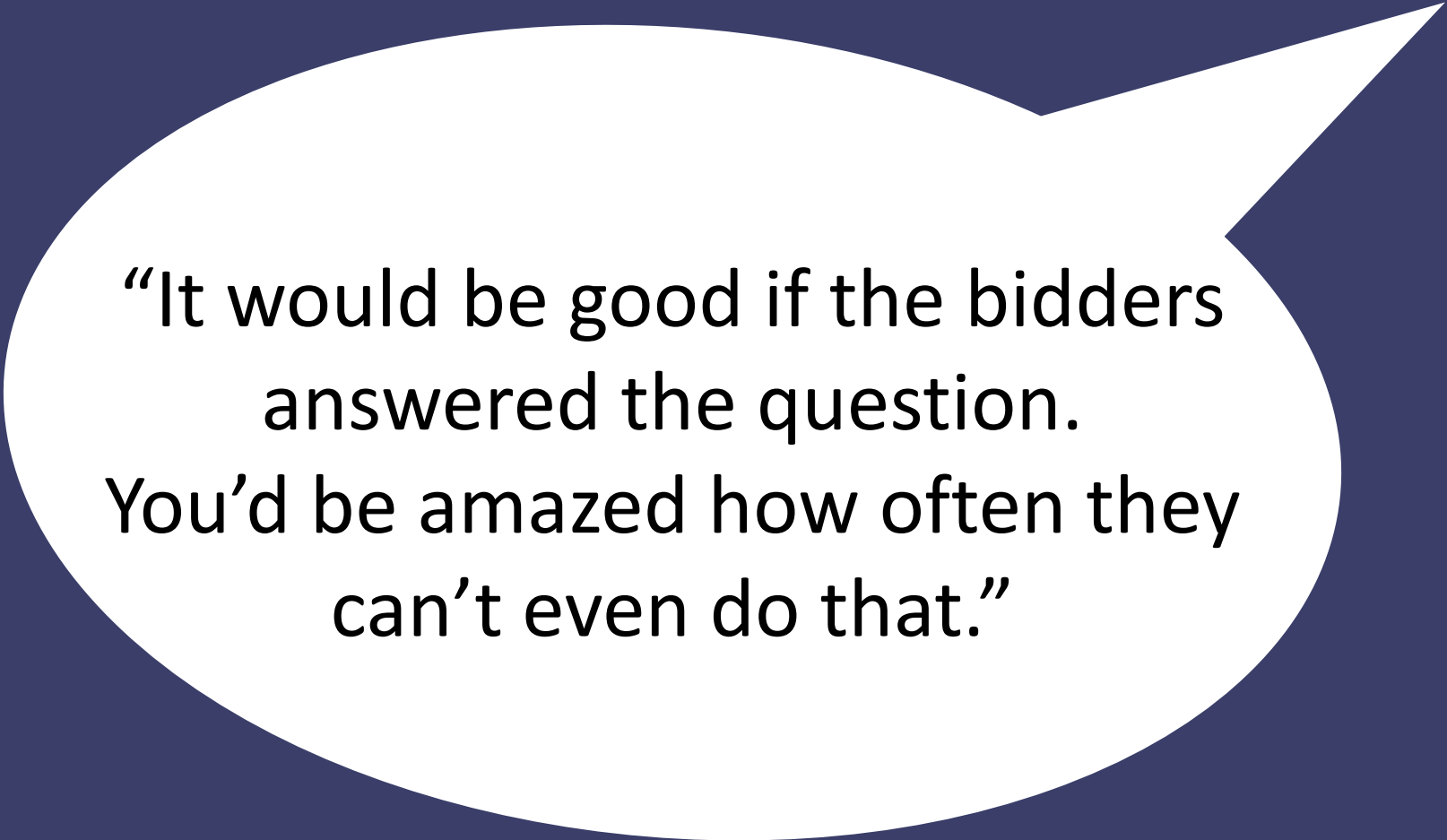
“I’m not dumbing
it down!”

“The evaluators are
all technical experts.”

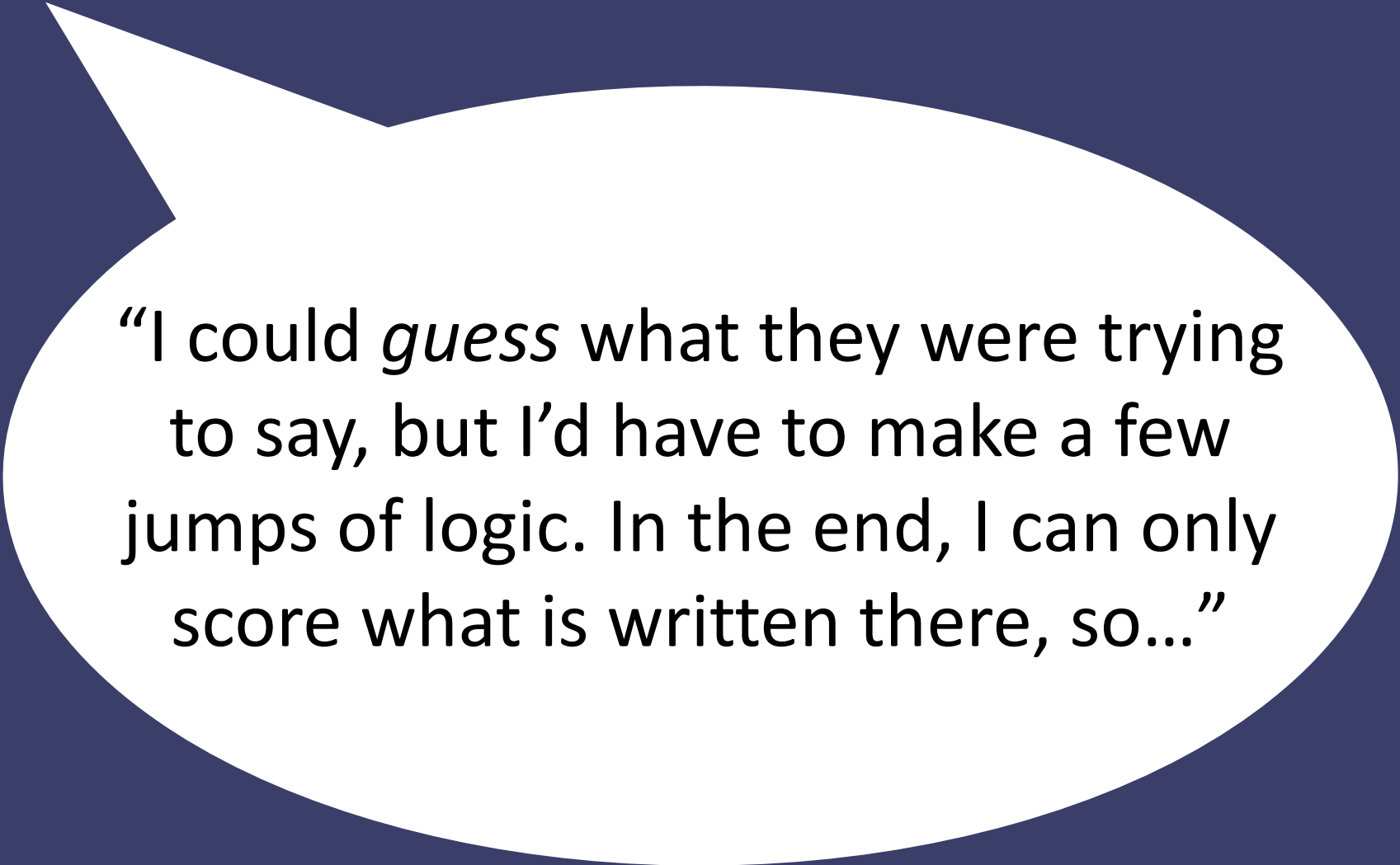
“This is a
compliance
question.”



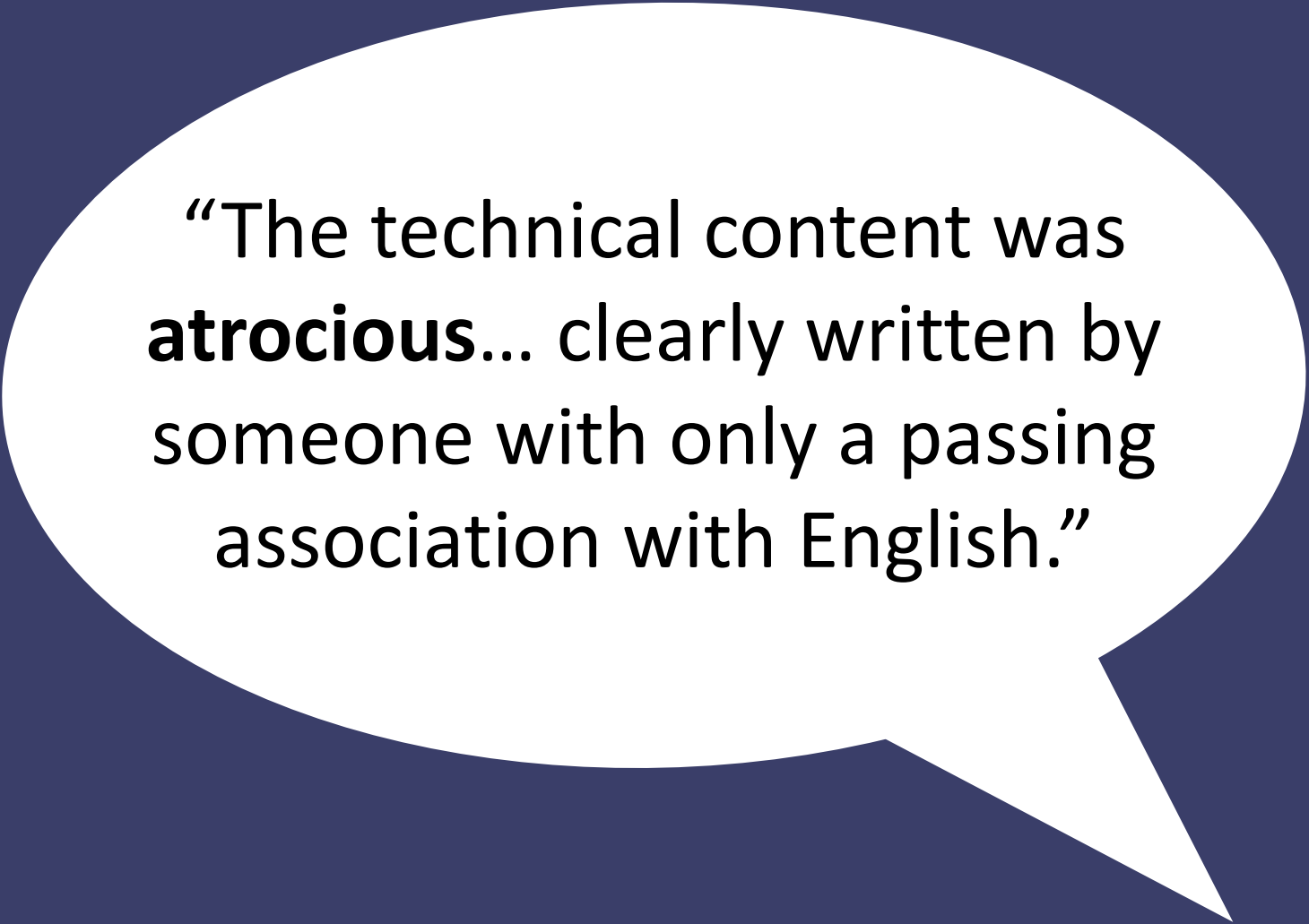
“I get a headache just thinking of some of the submissions we have to evaluate. They’re **horrendous.**”



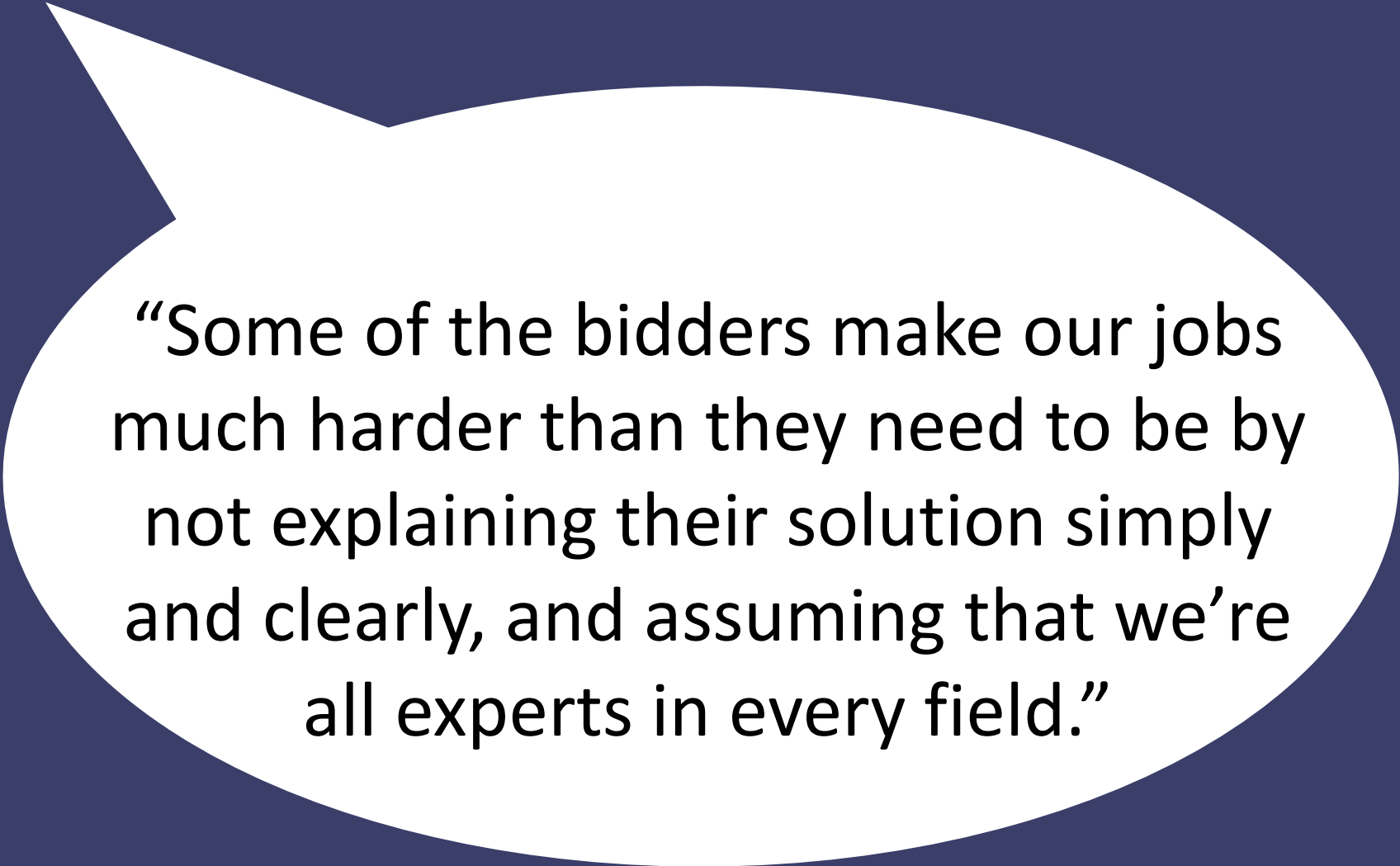
“It would be good if the bidders
answered the question.
You’d be amazed how often they
can’t even do that.”



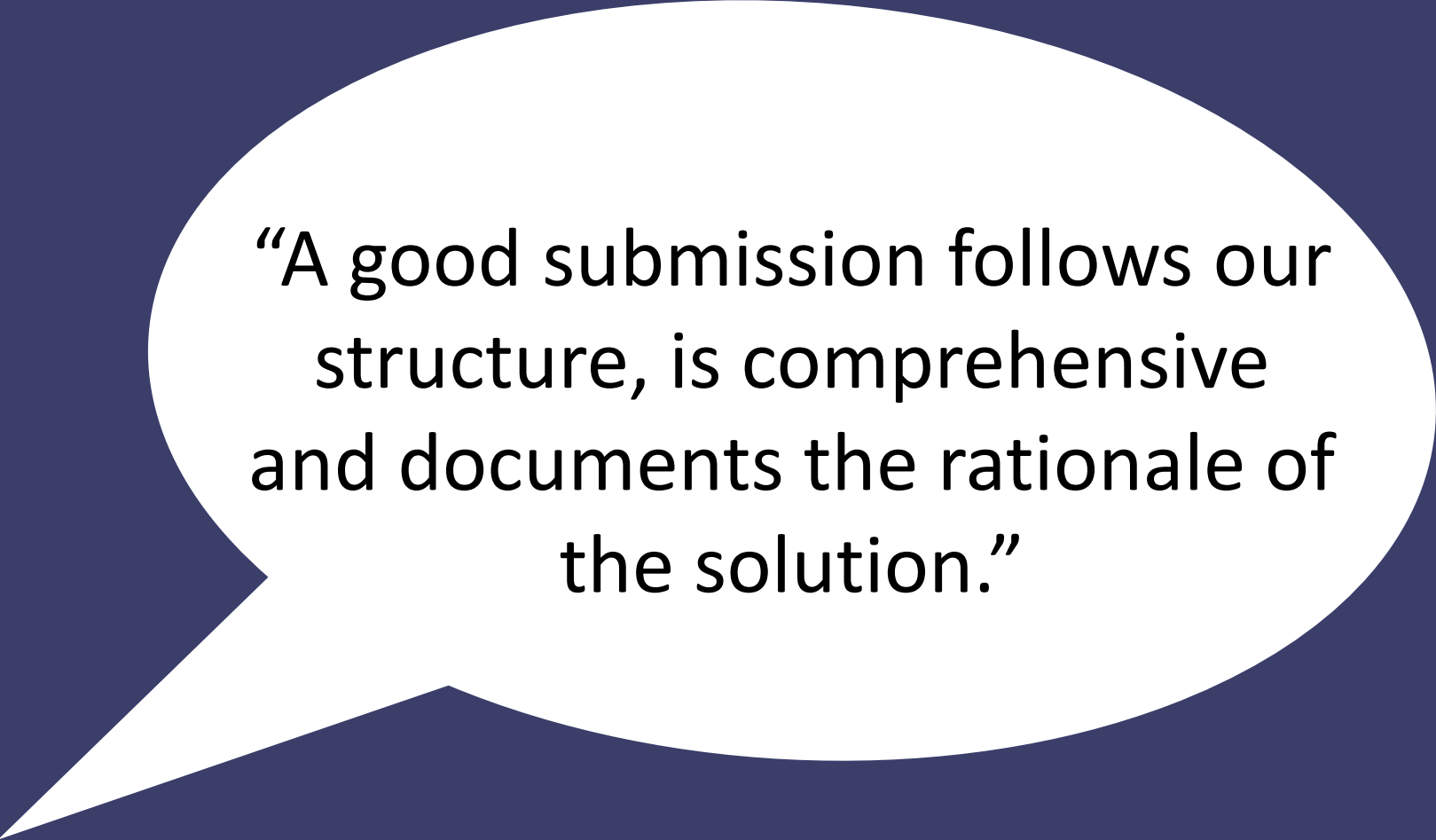
“I could *guess* what they were trying to say, but I’d have to make a few jumps of logic. In the end, I can only score what is written there, so...”



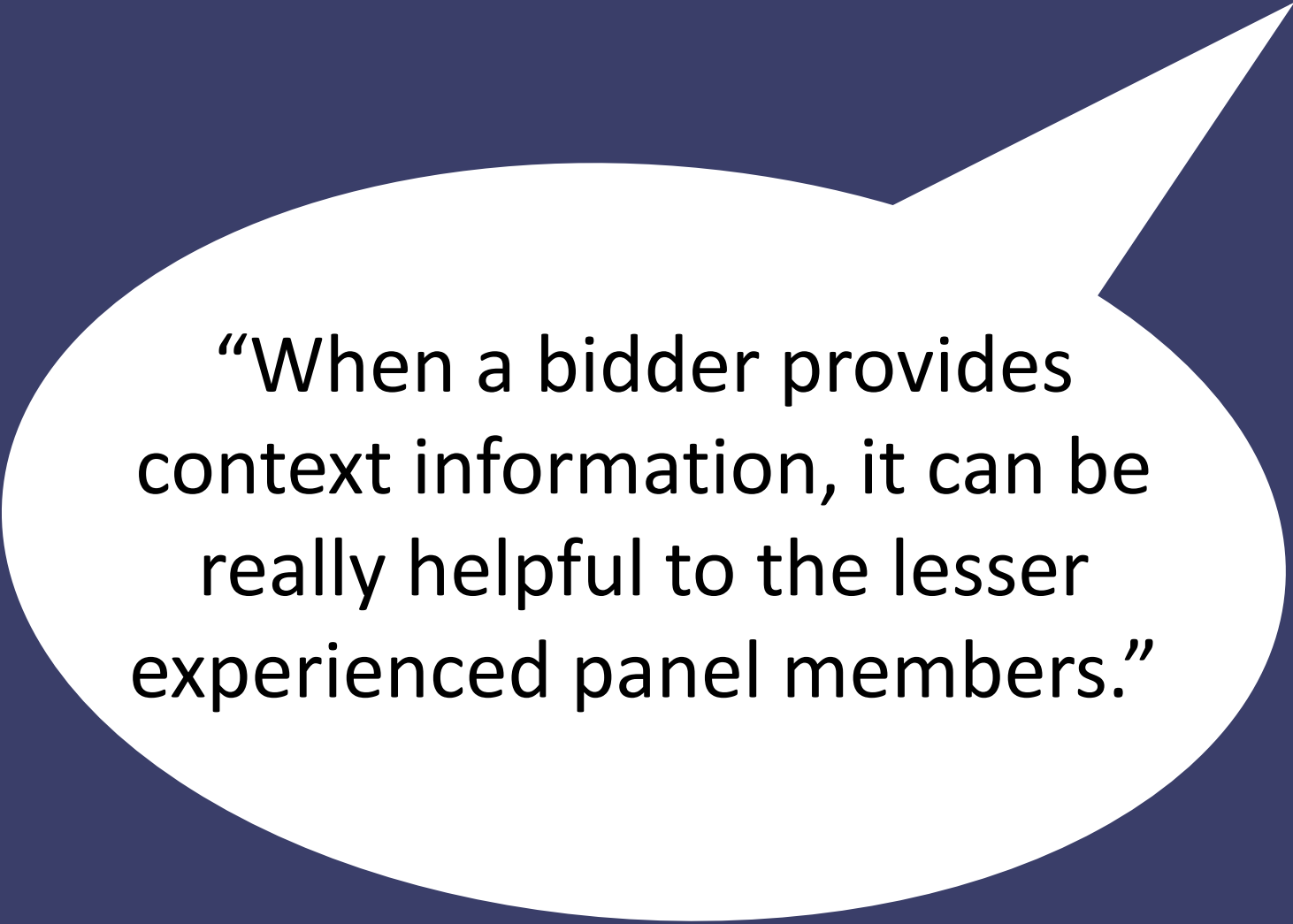
“The technical content was **atrocious**... clearly written by someone with only a passing association with English.”



“Some of the bidders make our jobs much harder than they need to be by not explaining their solution simply and clearly, and assuming that we’re all experts in every field.”



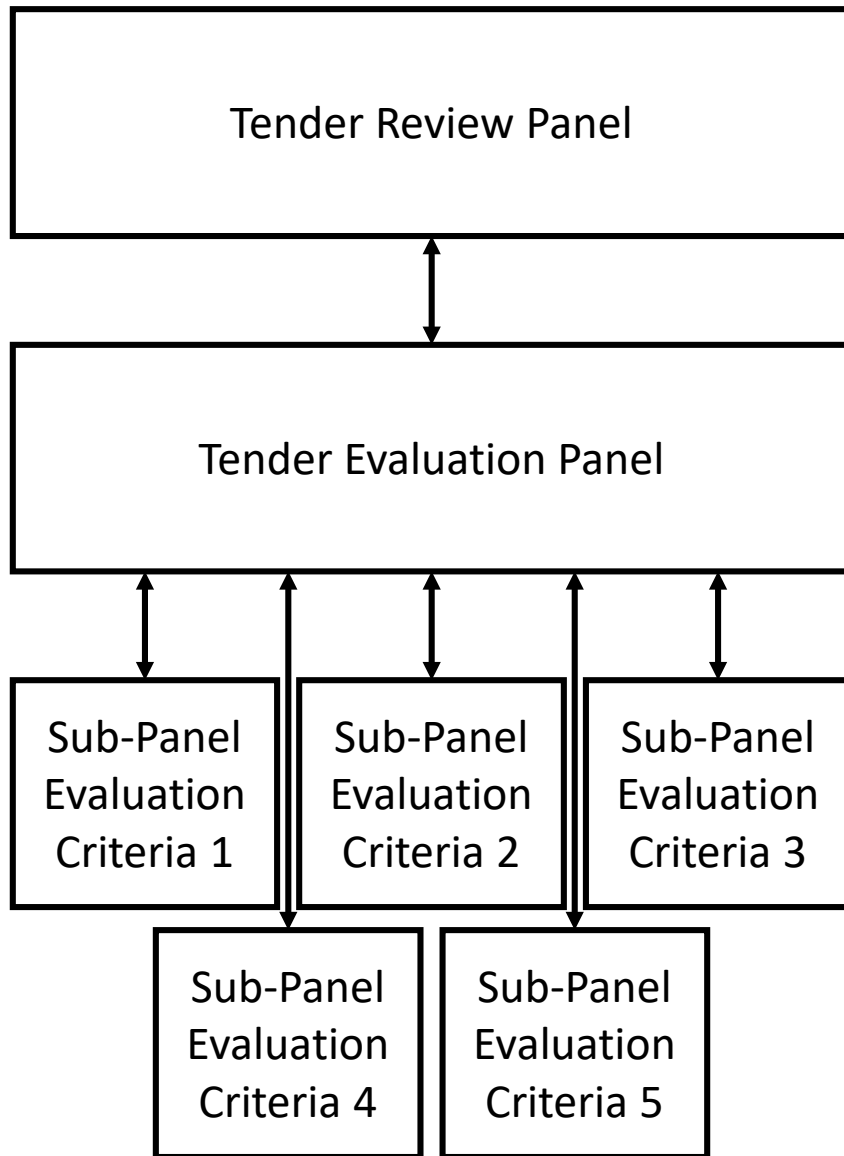
“A good submission follows our structure, is comprehensive and documents the rationale of the solution.”



“When a bidder provides context information, it can be really helpful to the lesser experienced panel members.”

What's really going on in there?





The heavy hitters
Formal job: governance

They read every page

Independent chair + 10 members
Formal job: evaluation and recommendation

They read and scored every page
And every panel member had an equal say

Chaired by TEP member + 3-4 members
Formal job: expert opinion

They scored their specific content but
also had access to the full submission

Score	Benchmark
9 to 10	Excellent understanding or capability. Complete confidence that evaluation criteria will be met. World's best practice.
6 to 8	Good understanding or capability. Confident that evaluation criteria will be met.
4 to 5	Acceptable. Satisfactory understanding or capability. Reasonably confident that evaluation criteria will be met.
2 to 3	Demonstrates limited understanding or capability. Not confident that the criteria will be met.
0 to 1	Not acceptable. Has not addressed the criteria. Could not work with them.

Evaluation panels are diverse and human

Make it easy for all of the evaluators to read,
understand and evaluate your proposal.

Make it easy for them to like you and want to
work with you.



Evaluation panels read and score the full submission

Cater to the full spectrum of disciplines and expertise.

Be consistent and cohesive across the full submission.



A compliant answer scores pathetically low

A bare minimum response will barely pass.

To put yourself in front requires much more effort.



18+ years

\$135 billion

35+ experts



STRATEGY



CONTENT



MANAGEMENT



CREATIVE



PRODUCTION

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