

MARKETING & COMMUNICATION | COURSE BROCHURE

Winning Government Tenders

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



Course content

Why attend

Government contracts offer stable, high-value business but require careful bidding. This course teaches companies how to win public tenders: finding opportunities, bid/no-bid decisions, understanding evaluation criteria, writing compliant and persuasive responses, pricing strategy, social value and handling clarifications and debriefs.

Many good companies lose public tenders on presentation and compliance. You will learn to bid smarter and win more often.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Tender document analysis, response writing workshops, scoring simulations and case studies.

Course objectives

By the end of this course, participants will be able to:
• Find and qualify public sector opportunities
• Make disciplined bid/no-bid decisions
• Interpret tender requirements and scoring
• Write compliant, high-scoring responses
• Develop competitive pricing
• Learn from debriefs and improve win rates

Target audience

This course is suitable for:
• Bid and proposal managers
• Business development managers
• Sales directors in B2G companies
• Small and medium business owners
• Technical writers



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Target competencies

Participants will develop competencies in:

- Opportunity qualification
- Requirement analysis
- Bid writing
- Pricing strategy
- Continuous improvement

Course outline

Day 1: Public Sector Market

09:00–10:08	How government buys
10:08–11:00	Finding opportunities
11:00–11:30	**Coffee break**
11:30–11:45	Finding opportunities (continued)
11:45–12:53	Bid/no-bid
12:53–14:00	Exercise

Day 2: Understanding Tenders

09:00–10:08	Tender documents
10:08–11:00	Evaluation criteria
11:00–11:30	**Coffee break**
11:30–11:45	Evaluation criteria (continued)
11:45–12:53	Compliance matrices
12:53–14:00	Workshop

Day 3: Writing Responses

09:00–10:08	Answering the question
10:08–11:00	Evidence and case studies
11:00–11:30	**Coffee break**



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11:30–11:45	Evidence and case studies (continued)
11:45–12:53	Social value
12:53–14:00	Writing practice

Day 4: Pricing and Submission

09:00–10:08	Pricing strategy
10:08–11:00	Quality checks
11:00–11:30	**Coffee break**
11:30–11:45	Quality checks (continued)
11:45–12:53	Submission
12:53–14:00	Exercise

Day 5: After Submission

09:00–10:08	Clarifications and presentations
10:08–11:00	Debriefs
11:00–11:30	**Coffee break**
11:30–11:45	Debriefs (continued)
11:45–12:53	Bid improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,840.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Cape Town Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,890.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
London Confirmed dates	17 May 2027	21 May 2027	**£2,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**£2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**£3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Paris Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,860.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**£3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**£3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online