



Internet research

Search for the keywords *how to write an RFP* and compile a list of essential points to include in a request for proposal.

Glossary PAGE 156

concessive clause
 credentials
 metrics
 prowess

Analysis

3 Which section of the proposal explains the following?

- | | |
|---------------------------------|-------------------------------------|
| 1 return on investment | 3 analysis of the current situation |
| 2 project scope and action plan | 4 key personnel and expertise |

4 Which of the phrases a)–c) below demonstrates the following essential messages:

- 1 **compliance** (satisfying the client's needs)
 - 2 **capability** (the supplier's ability to deliver)
 - 3 **value** (the reasons why this is a good investment)?
- a) *The clip will focus on athletic prowess ... as engaging as able-bodied events.* (lines 12–13)
 b) *... the campaign will not only pay for itself, ... improved income over several years.* (lines 26–27)
 c) *Our considerable experience in comparable projects ... every guarantee of success.* (lines 19–21)

Now identify at least one further example of each in the model.

Language focus

5 Complete the checklist of useful expressions with adverbials from the model.

Reason clauses

because viral videos increase brand awareness, ...
 since the sports councils will only fund part of the project, ...
 _____ public interest in Paralympic sports has declined ...
 _____ that visual impact is crucial, ...

Purpose clauses

in order to optimize return on investment, ...
 _____ attracting both participants and spectators.
 _____ capturing the widest possible audience.
 _____ support the message that ...
 _____ audiences will peak in time for the summer programme.
 _____ forecasting attendance ...

Concessive clauses

Even though TV coverage of Paralympic sport has increased, ...
 _____ the NPA's communication budget remains modest, ...
 _____ commercial virals have become increasingly common in social media, ...
 _____ the remaining investment is still significant, ...

Output

3 Work with a partner. Write and exchange RFPs (requests for proposal) for one of the situations you discussed in Exercise 1. Then write a proposal answering your partner's RFP, demonstrating compliance, capability and value.