



Betsy Bondurant, CMM, CTE
President
Bondurant Consulting

Bondurant Consulting, led by Betsy Bondurant, CMM, CTE offers a unique 360° perspective with over 30 years of industry expertise in hotel sales, meeting & trade show management and corporate travel, including 12 years of direct involvement in the discipline of Strategic Meetings Management.

Betsy developed and implemented Strategic Meetings Management at the world's largest biotech company, which also provided her deep insight into the regulations affecting the Life Sciences industry. In 2007, she moved from the corporate meeting world to consulting, much of which has been on the procurement side as well as providing support to suppliers and corporate clients. In 2009, Betsy was one of the first to achieve MPI's Accredited Trainer designation. This diverse background positions Betsy uniquely for the successful development and delivery of outstanding SMMP content.

keeping it **SiMMPLe**

Strategic Meetings Management: *Practical, Light and Effective*

Request for Proposal (RFP) Response Management

Are you challenged with a high volume of Requests for Proposals (RFPs) for your services with not enough support staff to manage the response process? Have you had limited success in making the cut to the next level in the RFP process? Does your team struggle to develop well thought out and targeted responses to RFPs? If this reflects issues in your organization, Bondurant Consulting is here to help.

With the growth of the Procurement discipline, more and more organizations have recognized that the meeting and event spend category represents an opportunity to drive efficiencies in support of overall business objectives. This has resulted in an increasing number of formal Requests for Proposals being issued by organizations that are looking to implement best practice supply chain management.

In alignment with it's *Keeping it SiMMPLe* philosophy, Bondurant Consulting offers full service RFP support to suppliers. The goal for any supplier is to stay in the decision making process and progress to the next stage; and Bondurant Consulting has a proven track record of success for RFP responses!

RFP response Services provided are:

- Initial RFP review, development of clarifying questions
- Participation in informational sessions conducted by client
- Conduct supplier discovery session to establish response strategy
- Provide guidance and counsel on approach to answering questions
- Review of previous RFP responses for improvement recommendations
- Final review of all responses to ensure alignment with response strategy

Contact Betsy today to discuss your RFP support needs!