



# Business Development and Proposal Writing

## About the Course

Our Proposal Writing & Business Development (BD1) course is designed to improve the quality of your proposal writing skills and advance your knowledge of donor mechanisms, networking, budgeting and many other aspects that take you from identifying a funding opportunity to executing a final successful proposal.

This course focuses on developing your practical skills, improving your budgeting and programme development knowledge, and enhancing your networking and writing skills. Introducing you to the most up to date donor trends and preferences, the programme will allow you to produce tangible results for your organisation in terms of increased funding.

## Course timeline

Pre-Course Survey and Access to Online Knowledge Base

<b>Day 1</b>	<ul style="list-style-type: none"> <li>✓ Donor Trends and Regional Preferences</li> <li>✓ Finding and Evaluating Funding Opportunities</li> <li>✓ New forms of funding and how to develop them</li> <li>✓ Mapping the funding landscape in your country</li> </ul>	in co-operation with: 
<b>Day 2</b>	<ul style="list-style-type: none"> <li>✓ Stages of Donor Procurement and how to manage each stage</li> <li>✓ Writing a convincing concept note</li> <li>✓ Logical Frameworks for effective project planning and presentation</li> </ul>	
<b>Day 3</b>	<ul style="list-style-type: none"> <li>✓ Guest Speaker from Donor Agency:</li> <li>✓ Writing budgets that win</li> </ul>	
<b>Day 4</b>	<ul style="list-style-type: none"> <li>✓ Effective Writing Techniques</li> <li>✓ Developing Consortia</li> <li>✓ Engaging and Networking with New and Traditional Donors</li> <li>✓ Proposal Writing Dos and Don'ts</li> </ul>	

Continued Learning on MzN's E-Learning platform, Teamwork



## What will you learn?

- ✓ Donor Agencies' Trends and Preferences
- ✓ Identifying Funding Opportunities
- ✓ Develop Comprehensive Log Frameworks
- ✓ Winning Budgets
- ✓ Writing Skills and Networking

## Our Trainers

- ✓ equipped with at least 7 years of experience
- ✓ are experts in proposal writing and business development in the international development and aid sector.
- ✓ adapt the training course to the particular group's needs
- ✓ Use multiple methods of engagement, including seminar lectures, class discussions, practical exercises and case studies, giving you the tools to replicate the knowledge you gain in your job.

## Post-Course Care

All our courses are supported by extensive post course care and extended learning facilities. Our online learning platform, Teamwork, allows you to keep practicing and developing your skills months after the training course ends. Here you can communicate with fellow participants and your trainer, share experiences, problems and information. You can also access the course material, extra readings and resources, and set yourself Tasks and Milestones to encourage the use of new methods and knowledge learned during the course.



### Apply now

To book a course or find more information on our courses, including dates and locations, simply visit [www.mzninternational.com](http://www.mzninternational.com) or email us at [training@mzninternational.com](mailto:training@mzninternational.com) and we'll be happy to answer any questions you may have and assist you in finding the best course for you!

### How good is our training really?

How can you be sure that our courses are exactly what we promise you? See for yourself! We collect comprehensive feedback based on the Kirkpatrick Training Evaluation Model and publish 100% of it, good and bad. You can see video testimonials from our past participants on our website and even download our training feedback report.

Check it out at [MznInternational.com](http://MznInternational.com)



**92%** would recommend MzN Training courses to others

**90%** said the training course met their expectations

**97%** felt the trainer was enthusiastic about the course

**96%** felt that class participation and interaction was encouraged

### Cost

- Early Bird Group Discount £ 650
- Early Bird Discount £ 720
- Standard Booking Cost £ 850