

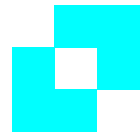
VisibleThread

Optimize24 AI

Summary

AI Revolutionizing Proposal Management

VisibleThread.com



Thank you for joining the Optimize24 AI virtual event

On behalf of VisibleThread, we extend our heartfelt gratitude to each of our 2000 attendees who visited our virtual event in February 2024. Thank you for your attendance and valuable contributions. We are immensely thankful to our esteemed panel of 20 speakers whose thought leadership and profound knowledge illuminated our discussions.

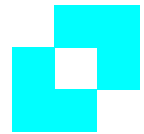
This marks the fourth edition of the Optimize virtual events. We are thrilled with reaction these events are having in our community. This time around, our 10 insightful presentations succeeded in demystifying and unraveling the complex landscape of AI within the Proposal and Capture industry.

Throughout the event, we delved into pros and cons associated with AI usage in our industry. Our guest speakers dispelled common misconceptions and engaged in crucial conversations surrounding ethics and security. Moreover, our diverse sessions provided a platform for these thought leaders. They shared their invaluable insights derived from their experiences with AI, exploring its potential applications and areas where it can be optimally utilized.

At VisibleThread, we are deeply honored to have had the opportunity to curate and present this enriching content to our esteemed customer base and wider community. We look forward to continuing our journey of exploration and discovery together.

Warm Regards,

Micheál McGrath
VP of Marketing and Business Development
VisibleThread



PRESENTATION TITLE

Demystifying AI – Understanding how it impacts Capture and Proposal Development

SPEAKERS



Fergal McGovern
CEO and Founder
VisibleThread



Steve Skelton
Capture and Proposal Industry Leader
Chickasaw Nation

DESCRIPTION

Look back at this engaging discussion on AI & how it fits into Government Contracting. We outlined where AI applies in the Capture and Proposal development process & show how products (including VisibleThread) will evolve to automate many of these tasks using GenAI. We covered the right and wrong use cases for GenAI, security & hallucinations, and what you need to know to use it well. This is a practical, no-nonsense session, with lots of useful takeaways.

KEY LEARNINGS

1. Having a clear understanding of the objective of the task is key when considering using AI.
2. Despite AI's capabilities, human review is essential to ensure accuracy and relevance.
3. Understanding AI's limitations, such as hallucinations, is crucial for effective application.



Watch Recording



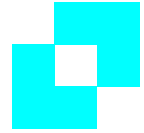
Presentation deck

ADDITIONAL RESOURCES

Guide [The Ultimate Guide to AI in Proposal Management](#)

Webinar [Demystifying AI: Understanding How It Impacts Capture And Proposal Development](#)

Case Study [Sun Life](#)



PRESENTATION TITLE

How to Build Responsible Generative AI Solutions at Scale

SPEAKERS



Noelle Russell
Chief AI Officer
Microsoft MVP in AI

DESCRIPTION

In an era where generative AI is not just a buzzword but a transformative force, the keynote “How to Build Responsible Generative AI Solutions at Scale” aims to illuminate the path forward for leaders and innovators in technology. AI Executive and Microsoft MVP, Noelle Russell, drawing from extensive experience at Microsoft, IBM, AWS, and beyond, unfolds a visionary yet pragmatic approach to responsible AI development.

KEY LEARNINGS

1. Prioritizing the development of AI within ethical boundaries to avoid harm and maintain brand integrity.
2. Everyone needs to learn prompt engineering to communicate effectively with AI tools, enhancing productivity without compromising on task knowledge.
3. Ensuring AI solutions are inclusive and designed with accountability to serve and protect users.



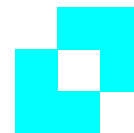
[Watch Recording](#)

ADDITIONAL RESOURCES

Guide [The Ultimate Guide to AI in Proposal Management](#)

Webinar [Unleashing AI In Writing: Shaping The Future Of Business Writing](#)

Blog [Buyers Guide to AI Technology: Navigating the Future of Business Efficiency](#)



PRESENTATION TITLE

VisibleThread's Secure AI Launch

SPEAKERS



Fergal McGovern
CEO and Founder
VisibleThread



Eoin Wren
VP of Engineering
VisibleThread

DESCRIPTION

This session gives a first look at the cutting-edge AI feature set integrated into our products.

Our team is committed to pushing the boundaries of what AI can do while prioritizing your security. During this session, we not only showcased the new AI capabilities but also provided insights into our upcoming roadmap for even more enhancements in both VT Writer and VT Docs.

At VisibleThread, we understand that harnessing the power of AI should never come at the expense of security. Therefore, we shared our rigorous approach to incorporating GenAI into our products, ensuring that your data remains protected and your information confidential.

KEY LEARNINGS

1. VisibleThread emphasizes the importance of deploying Large Language Models (LLMs) in a secure, controlled environment, particularly for regulated industries that cannot risk data going outside of their firewall.
2. Generative AI is not a universal solution; it excels at certain tasks when appropriately combined with other technologies.



Watch Recording



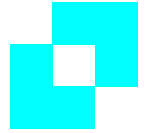
Presentation deck

ADDITIONAL RESOURCES

Guide [The Ultimate Guide to AI in Proposal Management](#)

Webinar [Demystifying AI: Understanding How It Impacts Capture And Proposal Development](#)

Blog [AI, ChatGPT and all things LLM – The VisibleThread Perspective](#)



PRESENTATION TITLE

Unlocking AI Opportunities: Small Businesses Thriving in Government Contracting

SPEAKERS



Neil McDonnell,
Founder and CEO
GovCon Chamber of Commerce

DESCRIPTION

Join us as we delve into the world of government contracting with Neil McDonnell, the visionary Founder and President of the GovCon Chamber of Commerce. In this session, Neil unveils the tremendous potential of artificial intelligence (AI) for small businesses navigating the intricate landscape of government contracting. Discover a wealth of strategies and best practices that can empower your small business to fully embrace AI while ensuring compliance and success in government contracting. Neil McDonnell's extensive expertise and track record make this session a must-watch for small business owners and professionals eager to unlock new opportunities and maintain a competitive edge in the industry.

KEY LEARNINGS

1. Ensuring staff is equipped to embrace AI is vital for operational efficiency and customer service improvement.
2. Utilizing AI tools like chat-bots in day-to-day operations can enhance productivity and content creation.
3. AI can be leveraged as an up-sell opportunity, offering innovative solutions to existing clients.

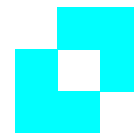
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PRESENTATION TITLE

Incorporating AI into your Shipley Process

SPEAKERS



Marty Humm
VP of Innovation
Shipley Associates



Amy McGeady
SVP of Strategic Services
Shipley Associates

DESCRIPTION

Look back at this game-changing session featuring two dynamic experts in business development and proposal management: Amy McGeady, Senior VP of Strategic Services, and Marty Humm, VP of Innovation, both from Shipley Associates. They guide you through the transformative journey of integrating AI into your Shipley Process. Discover how AI can optimize your business development and proposal management efforts, propelling your organization into the new era of contract success. This session is an eye-opener for professionals eager to stay ahead in the industry's evolution.

KEY LEARNINGS

1. AI should build upon existing business development processes rather than replace them.
2. The adoption of AI is a progressive journey, best navigated through stages (crawl, walk, run, fly), introducing more uses of AI.
3. Evaluating AI tools requires consideration of technology, particularly in compliance with company policy and data security.



Watch Recording



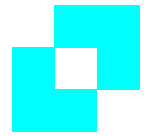
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PRESENTATION TITLE

Making a Business Case for AI Technology

SPEAKERS



Elif Acar-Chiasson
Executive VP, Talent and Innovation
CSRS

DESCRIPTION

In this session, Elif Acar-Chiasson, Executive Vice President of Talent & Innovation at CSRS, covers her extensive experience in corporate strategy and operations. Elif offered critical insights on effectively advocating for AI technology adoption in your organization, focusing on improving operational efficiency, enhancing customer experiences, and keeping pace with industry trends. Drawing on her vast expertise, she will equip you with essential tools and knowledge to successfully navigate the evolving AI landscape, helping drive your business forward. Don't miss this chance to elevate your organization's technology strategy in this session, "Making a Business Case for AI Technology."

KEY LEARNINGS

1. AI initiatives should be strategically aligned with an organization's goals and practical needs, starting with areas that promise quick wins.
2. Leadership involvement is crucial in fostering a culture that embraces AI, and change management is essential for successful adoption.
3. Transparent communication about risks and ongoing AI education are vital for increasing acceptance and literacy across the organization.



Watch Recording



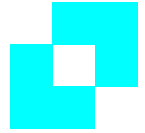
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PRESENTATION TITLE

Women in Tech: Connecting, Innovating, and Empowering with AI

SPEAKERS



Laura Harte,
Senior Proposal Manager
Leidos



Erin Reddick,
Founder
ChatBlackGPT



Lisa Stanley
Project Manager
Aptive Resources



Jocelynn Hartwig
Lead Consultant
Excella

DESCRIPTION

Join us for a dynamic roundtable titled “Women in Tech: Connecting, Innovating, and Empowering with AI,” hosted by a Women Networking with Women board member. This session featured top professionals who have made significant strides in proposal management and government contracting, using AI to break barriers in the tech industry. They shared their experiences, highlighting how AI has been instrumental in streamlining processes, enhancing decision-making, and fostering collaboration. This session was not just a discussion but a celebration of the intersection of technology, gender diversity, and empowerment, showcasing the inspiring journeys and achievements of these remarkable women in tech.

KEY LEARNINGS

1. AI is not only a technological tool but also an enabler for inclusivity and empowerment.
2. The ethical use of AI is a critical concern, and it must be addressed with transparency and responsibility.
3. AI provides opportunities for career advancement and can be a significant asset for professionals when used wisely.



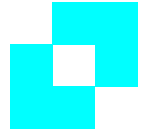
Watch Recording

ADDITIONAL RESOURCES

Guide [From Vision to Victory – The Ultimate Proposal Management Process](#)

Blog [Revolutionizing Content Creation: The Power of AI Writing Software](#)

VT University [Get the most out of VisibleThread](#)



PRESENTATION TITLE

Level Up by Leveraging AI

SPEAKERS



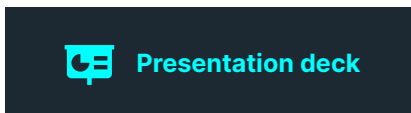
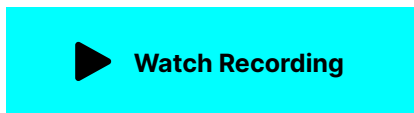
Uniqueka Walcott
Proposal Manager and Writer
AECOM

DESCRIPTION

Look back at this essential session “Level Up by Leveraging AI,” hosted by Uniqueka Walcott, a seasoned communication professional and member of AECOM’s AI Task Force. With her extensive experience in leading high-value proposals and engaging in AI-related discussions, Uniqueka offers valuable insights into the transformative potential of AI in client engagement, employee management, and innovation. She shared practical strategies for adopting AI within organizations and ensuring job security, drawing from her diverse background and insights from her Career Conversations podcast. This session is a must-attend for professionals eager to champion AI initiatives and secure their role in the future workforce.

KEY LEARNINGS

1. Which replicates exact inputs, and AI, which can generate new outputs, often requiring a nuanced understanding, aka “prompt engineering.”
2. The AI risks include burnout, overreliance, biases, and security concerns.
3. The human-centered approach to AI adoption, stressing the importance of change management, and the vital role of leaders in steering the conversation.

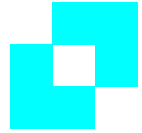


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Webinar [Demystifying AI: Understanding How It Impacts Capture And Proposal Development](#)

Blog [Buyers Guide to AI Technology: Navigating the Future of Business Efficiency](#)



PRESENTATION TITLE

Empowering Leadership with AI: An Expert Roundtable Discussion

SPEAKERS



Amanda Haven
Founder
Illuminate Marketing Collective



Uniqueka Walcott
Proposal Manager and Writer
AECOM

DESCRIPTION

This discussion offers a rare chance to interact with two industry experts and delve into AI adoption in your career. Amanda brings her vast expertise in proposal management and strategic planning, while Uniqueka offers insights into the challenges and opportunities of AI integration in professional settings. This interactive session is designed for both seasoned professionals and newcomers, providing practical advice and addressing concerns about AI's impact on careers.

KEY LEARNINGS

1. Businesses need to assess their readiness, define the problems AI will solve, and ensure that AI tools align with their mission.
2. Despite AI's rise, the unique value and core skills of proposal professionals remain irreplaceable.
3. Creating an environment where concerns and opinions about AI can be openly shared and discussed is vital for collaborative progress and innovation.



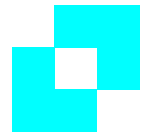
[Watch Recording](#)

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Webinar [Demystifying AI: Understanding How It Impacts Capture And Proposal Development](#)

Blog [Buyers Guide to AI Technology: Navigating the Future of Business Efficiency](#)



PRESENTATION TITLE

AI Roundtable: APMP Leaders sharing Insight into Key Considerations

SPEAKERS



Steve Skelton
Capture & Proposal Industry Leader
Chickasaw Nation



Karthik Koutharapu
Board of Director
APMP International



Sarah Miranda,
Proposal and Capture
ACT1 Federal



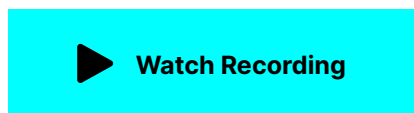
Erin Green
Capture Manager
Amazon Web Service

DESCRIPTION

Concluding Optimize24 AI, we had our AI Roundtable discussion with esteemed leaders from various APMP chapters, providing a unique opportunity to delve into Artificial Intelligence in proposal management. This panel, comprising experienced APMP members, offered a wealth of knowledge and diverse perspectives, making it a perfect setting for both seasoned members and newcomers to learn about AI's impact on the field. The discussion covered the latest trends, best practices, and real-world challenges in AI, focusing on tools, data security, ethical considerations, and enhancing proposal management efforts.

KEY LEARNINGS

1. The panelists emphasized that AI should be used as a tool to enable decision-making rather than drive it.
2. It is crucial to maintain human oversight over AI-driven processes to ensure accuracy and align outputs with organizational goals.
3. There is significant optimism about AI's ability to analyze data and provide insights.



ADDITIONAL RESOURCES

Guide [The Ultimate Guide to Proposal Writing](#)

Webinar [The Art of Proposal Writing](#)

Blog [VT Writer – Standing out from the crowd](#)