



2016

ANNUAL REPORT

2016 APMP ANNUAL REPORT

INTRODUCTION

from Nic Adams, CP, APMP Past Chair and Executive Director, Rick Harris, CF APMP



Dear APMP Members,

Our association is growing and we have you to thank. This 2016 APMP Annual Report to APMP members, clearly and succinctly shows that we are trending up in almost all core business areas. Look at our 2016 infographics and see how the business side of APMP is growing.

Even though there are strength in numbers, we are deeply committed to APMP's intangibles – our best practices and continuing focus on professionalism in the industry. We believe these qualities, particularly our industry's professionalism is one of our most important currencies.

As an international Board, our focus has not only been on financial success, but on your professional development path through APMP. Whether it is through APMP certification, attending our expanding education schedule, networking at our events or participating on an APMP committee, your success and your resources are our priority.

The true measure of any association is how it grows, shares best practices with its members and connects people in a meaningful way. We believe we are fulfilling our promise to you.

If you are interested, we encourage you to volunteer. Please contact rick.harris@apmp.org to learn more about our volunteer opportunities. We are always looking for positive, professional and goal-oriented volunteer members.

Finally, please share your thoughts and comments about APMP with us. Email rick.harris@apmp.org or nic.adams@apmpuk.co.uk because your opinions are invaluable and many times over the last five years, we have created new programs based on our member suggestions.

Thank you, again, for your confidence and investment in APMP and for raising the professionalism of our industry. We are grateful for all of you.

Sincerely,



Nic Adams, CF, Past APMP Chair



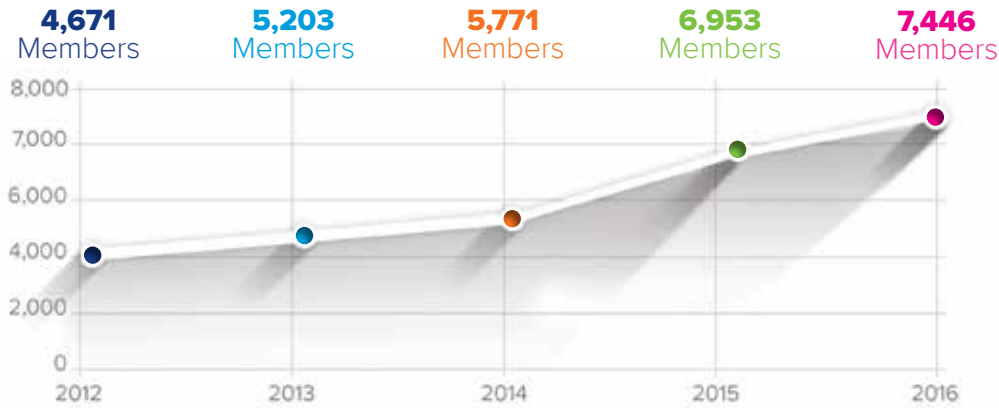
Rick Harris, CF APMP, Executive Director



APMP MEMBERSHIP

Membership in APMP increased seven percent over 2015, when the association added 493 new members. Since 2012, APMP's membership has increased 60 percent from 4,671 to 7,446 members.

APMP MEMBERSHIP GROWTH FROM 2012 TO 2016



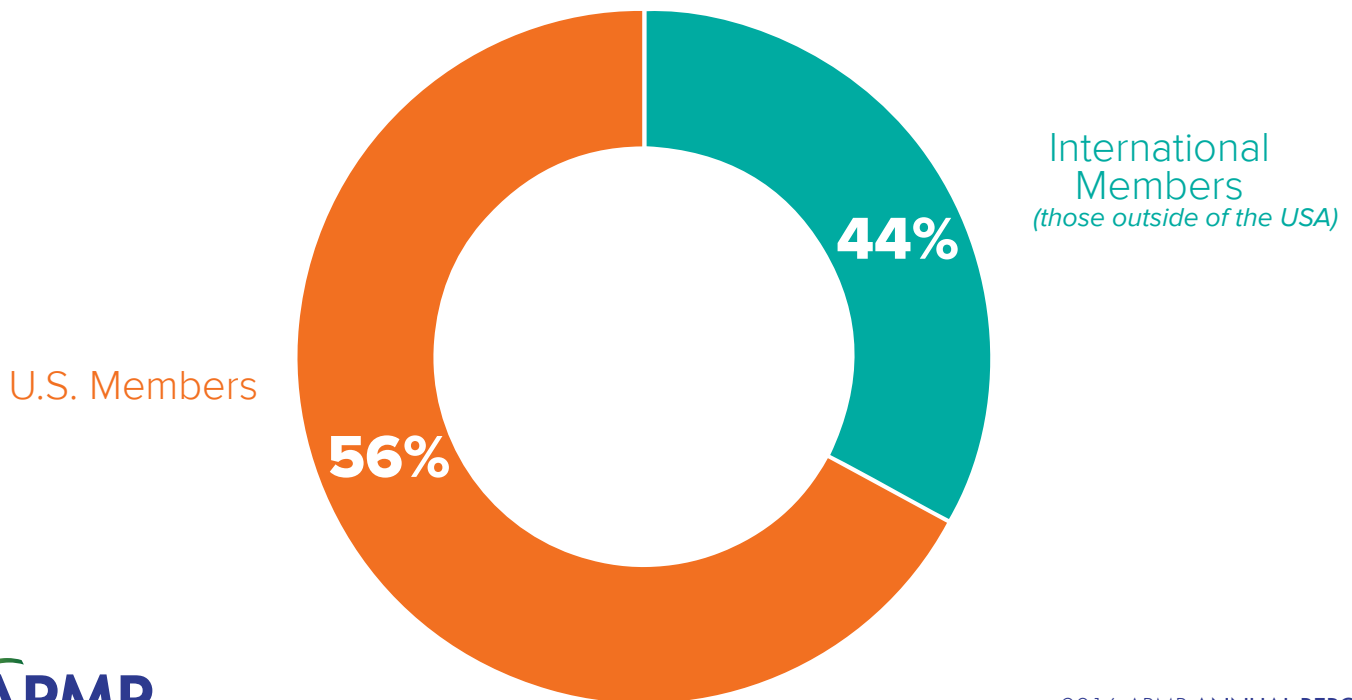
APMP
MEMBERSHIP

493
NEW MEMBERS IN 2016

MEMBERSHIP GROWTH
60%
since 2012

815
NEW MEMBERS
AVERAGED ANNUALLY
SINCE 2012

The percentage of U.S. and international members changed significantly in 2016. This is largely attributed to an increase in U.S. Corporate Memberships and an increase of nearly 400 individual members in the National Capital Area Chapter. The percentage split is:

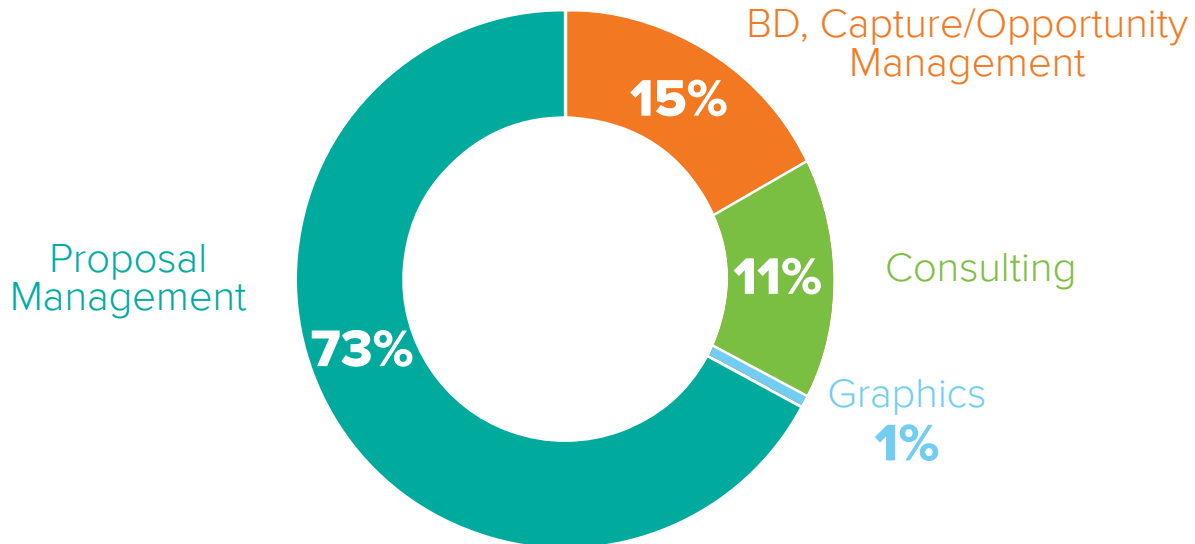


APMP MEMBERSHIP GROWTH

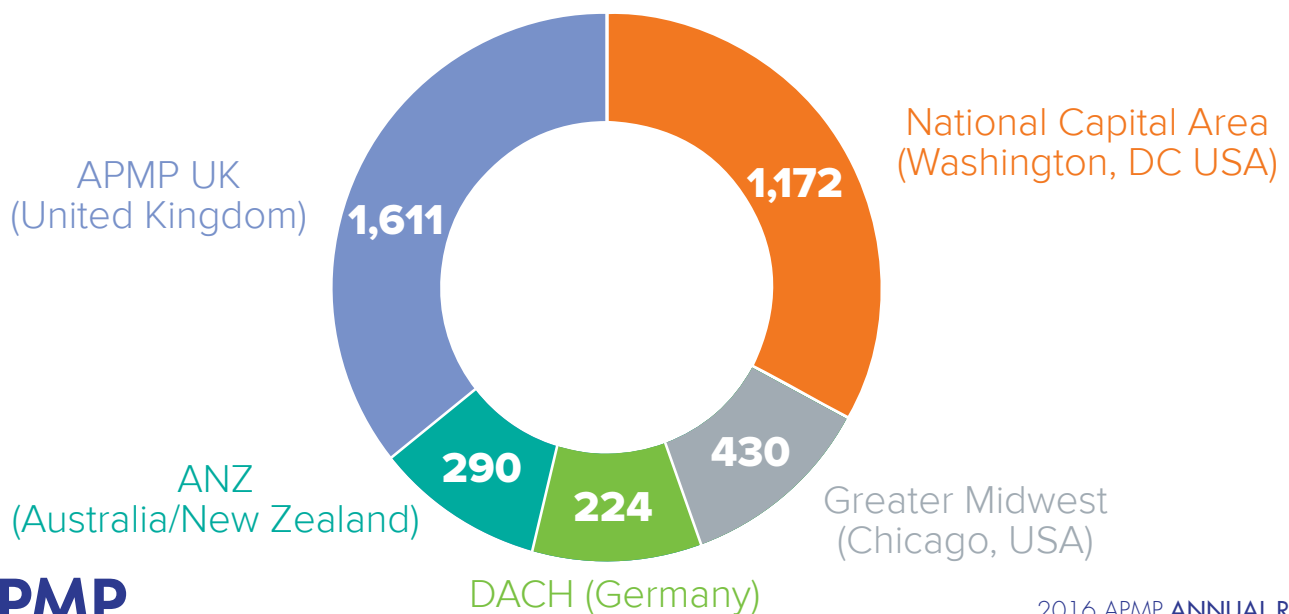
Trends that fueled APMP's 2016 Membership growth include:

- APMP Certification, which had one of its best years in 2016 (see stats on page 4).
- After continued growth in Europe through 2015, Corporate membership in the United States roared back in 2016 thanks to renewed efforts by the National Capital Area Chapter and Greater Midwest Chapter.
- Eight new Corporate Sponsors were added to help fuel Sponsor growth throughout the United States, stimulated by largest Bid & Proposal Con in the association's history.

APMP'S TOP INDUSTRY PRACTICES IN 2016



APMP'S TOP FIVE CHAPTERS GLOBALLY



APMP CERTIFICATION

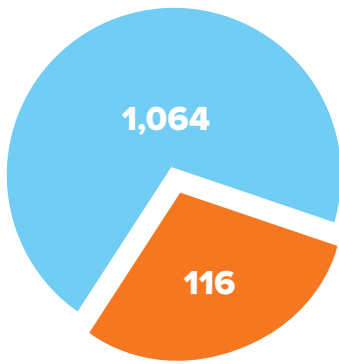
APMP Certification turned 12 years old in 2016 and is APMP's long-established number one membership driver. More people took APMP Certification in 2016 than ever before. Since 2012, APMP's Certification participation has increased 26 percent—from 916 to 1,150.



APMP CERTIFICATION GROWTH FROM 2011 TO 2015

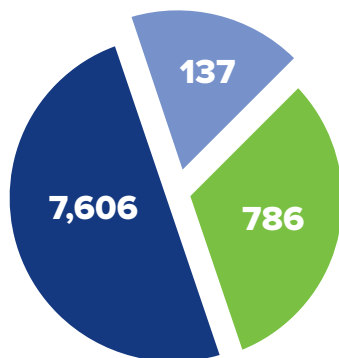


26%
increase
since 2011



2016 RECORD SETTERS

2016 APMP's Foundation Level Exam Completers **1,064**
2015 Practitioner Level Completers **116**



THE TOTAL NUMBER OF APMP MEMBERS CERTIFIED AT EACH LEVEL THROUGH 2016

Foundation Level **7,606**
Practitioner Level **786**
Professional Level **137**

The total number of members APMP Certified since 2004 at all levels is 8,529.



APMP EDUCATION

An important part of APMP's core mission is to bring its members together through education. It is an important way for members to meet, exchange ideas and learn from each other. APMP members got more education in a variety of ways throughout 2015.

EDUCATION HIGHLIGHTS

Webinars

In 2016 APMP produced 12 webinars. The total number of registrations for the 12 webinars was 5,966 members. The average number of attendees was 497. The most popular was the December 2016 webinar called *Where Content is King* featuring Ellen Bossert, Jamie Ninneman and Tammy Dungan with 1,107 registrations.

APMP's Capture & Business Development Conference

This fourth annual one-day conference exclusively for Capture and Business Development professionals switched to a panel discussion format and attracted 141 professionals. This was a 75 percent growth in attendance over 2015 when 104 registered.



Bid & Proposal Con

2016 Bid & Proposal Con Boston was the world's largest conference for the bid, proposal capture and business development communities in the world. APMP Bid & Proposal Con continues to grow through the years.

Highlights of APMP's 2016 Bid & Proposal Con included:

- 2016 Boston = 873 attendees (Highest in APMP History)
- 2015 Chicago = 835 Attendees
- 2014 Seattle = 731 Attendees
- 2013 Atlanta = 719 attendees
- 2012 Dallas = 621 attendees



APMP AROUND THE WORLD

APMP's expansion into new global markets continues to mature. European countries account for 65% of all international APMP membership and 28% of the total APMP membership. APMP members are in 99 countries globally.

99 countries around the world



Europe makes up
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28%
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membership

APMP FINANCIAL PERFORMANCE

Financial transparency is a hallmark of APMP International. We go beyond best association practice by making our full financial statements available to members. Since 2012 APMP International has been audited by an independent firm and the results are available to our members in this document and at www.apmp.org. Our 2016 audited financial statements will be published on our website in the spring of 2017 and in this report in our Annual Report to Members in the fall of 2017.

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS		
STATEMENTS OF FINANCIAL POSITION		
DECEMBER 31, 2015 AND 2014		
ASSETS		
	<u>2015</u>	<u>2014</u>
Assets		
Cash	\$ 761,515	\$ 1,015,465
Investments - mutual funds	702,307	431,924
Accounts receivable	16,126	22,562
Prepaid expenses	11,777	8,162
Office equipment, net	6,846	5,596
Deposits	<u>2,000</u>	<u>2,000</u>
Total Assets	<u>\$ 1,500,571</u>	<u>\$ 1,485,709</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable	\$ 91,332	\$ 193,890
Deferred revenue	33,832	10,000
Accrued expenses	5,785	12,222
Payroll liabilities	<u>7,164</u>	<u>7,387</u>
Total Liabilities	138,113	223,499
Net Assets - Unrestricted	<u>1,362,458</u>	<u>1,262,210</u>
Total Liabilities and Net Assets	<u>\$ 1,500,571</u>	<u>\$ 1,485,709</u>



20 F St. NW, 7th Floor
Washington, DC 20001

APMP.org
(866) 466-APMP (2767)