



# BidCraft Academy

Self paced | on-demand | eLearning



March 2026



# Why choose the BidCraft Academy

BidCraft is a leading accredited training organisation for the Association of Proposal Management Professionals (APMP). We've been helping people around the world achieve APMP certification since 2020.

## Exam syllabus categories

Our courses span APMP's certification programme syllabus, giving you the information and knowledge to sit the exam with confidence.

## “ A must have...

This is a very easy-to-follow course, with lots of detail to take on board. Great to see how some of it already mirrors what we are doing, but even better to identify gaps in what we do and improve.



## Diverse lesson styles

Our courses feature video, chat, surveys, text and sample questions to help embed the learning.

## Track progress and achievement

Get weekly emails to gently nudge you towards your goal and a dashboard to track your progress.

## Immediate on-demand access

Flexible 12 months' access makes it easier for you to balance work, personal life, and education without having to depend on a fixed training timetable.

## Self-paced learning from any location

Learn at your own pace any time and from anywhere, using your laptop, tablet, or mobile.



# APMP Certification

APMP certification is the global standard for developing and demonstrating bid, proposal, and capture competency.



## Foundation

Foundation level certification demonstrates knowledge and understanding of bid and proposal management best practices and a commitment to your own professional development.

Suitable for proposal professionals with 1-3 years' experience. APMP membership is optional.



## Practitioner

Practitioner level certification demonstrates a mastery of how to apply bidding best practices and lead others in their use.

Suitable for proposal professionals with 3-7 years' experience. APMP membership and Foundation level certification are required.



## Capture Practitioner

Capture practitioner certification assesses the knowledge and skills that demonstrate proficiency in capture management.

Requires APMP membership and at least 3 years' experience in the capture, sales, bid, or proposal fields.

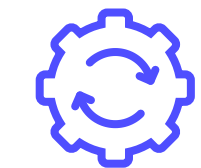


# Why you should invest in APMP certification



## “ Wonderful training

Thanks for a thorough overview. The format of this training is excellent, and breakout of the material is remarkable. The clear design is very helpful and I like how it is designed with the 8 syllabus areas on the exam. The format of the training videos is really easy to follow and I feel set up for success on the exam.”



## Improving job prospects

Many employers prefer to hire certified professionals, as it demonstrates their willingness to stay up-to-date with the latest trends and best practices.



## Network with others

Professional certifications can offer networking opportunities with other certified professionals, allowing you to build relationships and learn from others in your industry.



## Staying current

Professional certifications require ongoing education, ensuring that you stay current with the latest developments in your field.



## Enhance your credibility

Obtaining a professional certification leads to increased opportunities for career advancement.

# Your choices

With our APMP accredited training you get 12-months immediate unlimited access to the course. You can buy the course by itself or you can bundle it with the exam.

Buying the exam as an APMP member saves you more than the cost of membership. Plus, membership offers many other benefits.

What's not to like?

You can purchase the exam directly from the APM Group or through us at the same price. You have 12-months to sit the exam from the time of booking.

- » Free previews
- » 12 months' unlimited access
- » Pay securely by credit card, PayPal or BACS
- » No booking fees or travel expenses
- » Group enrolments and invoicing

## Foundation

**£211** + exam

- » 4.5 hours of video content
- » Downloadable course materials
- » Optional coaching call
- » Workbook
- » Practice questions
- » Digital badge

Course + exam (APMP member)

**£521** (exam £310)

Course + exam (non-member)

**£770** (exam £559)

## Practitioner

**£125** + exam

- » 1.5 hours of video content
- » Downloadable course materials
- » Optional coaching call
- » Practice questions
- » Digital badge

Course + exam (APMP member)

**£435** (exam £310)

## Capture

### Team Pricing

We offer Capture Practitioner classroom training for corporate groups of up to 12 people. If you'd like to use it as a team session, we can come to you. Get in touch to arrange a date that suits.

Course + exam (APMP member)

**£4,500**

The BidCraft Academy's engaging and varied course material benefits from a body of work spanning 40 years.

## “ A great training course

“...well-constructed at the right level of detail, interesting and well presented. Using APMP terminology, it covers the entire Business Development life cycle - Roles, Activities, Tools - comprehensively and succinctly. So, as well as being an ideal companion for anyone preparing for the APMP Foundation exam, it's also a useful tool for anyone new to bidding who wants an overview of how it should be done, and for the more experienced practitioner looking for a refresher course in the basics. Excellent!”



## Jon Darby

*APMP Professional, Capture Practitioner and Fellow*

I think it's vitally important to still practice what we teach, which is why you'll often find me leading bids for our clients. This helps me share insights and perspectives that you won't find in 'the book'. I'm proud to have served on the board of APMP UK for seven years and I'm a regular speaker at conferences, networking events, and webinars.



Winner of APMP's Palm Award for outstanding presentation at the Winning Business Virtual Experience



## Eve Upton

*Practitioner and Capture Practitioner*

I make a principle of doing bidding as well as teaching people - it keeps it real. I'm embedded in the world of APMP as the COO of the UK board and a regular presenter at conferences, chapter events, and webinars. I was the first person in the world to pass APMP's Capture Practitioner certification, so in my eyes that makes me qualified to help you, too.

# Supporting trusted climate projects

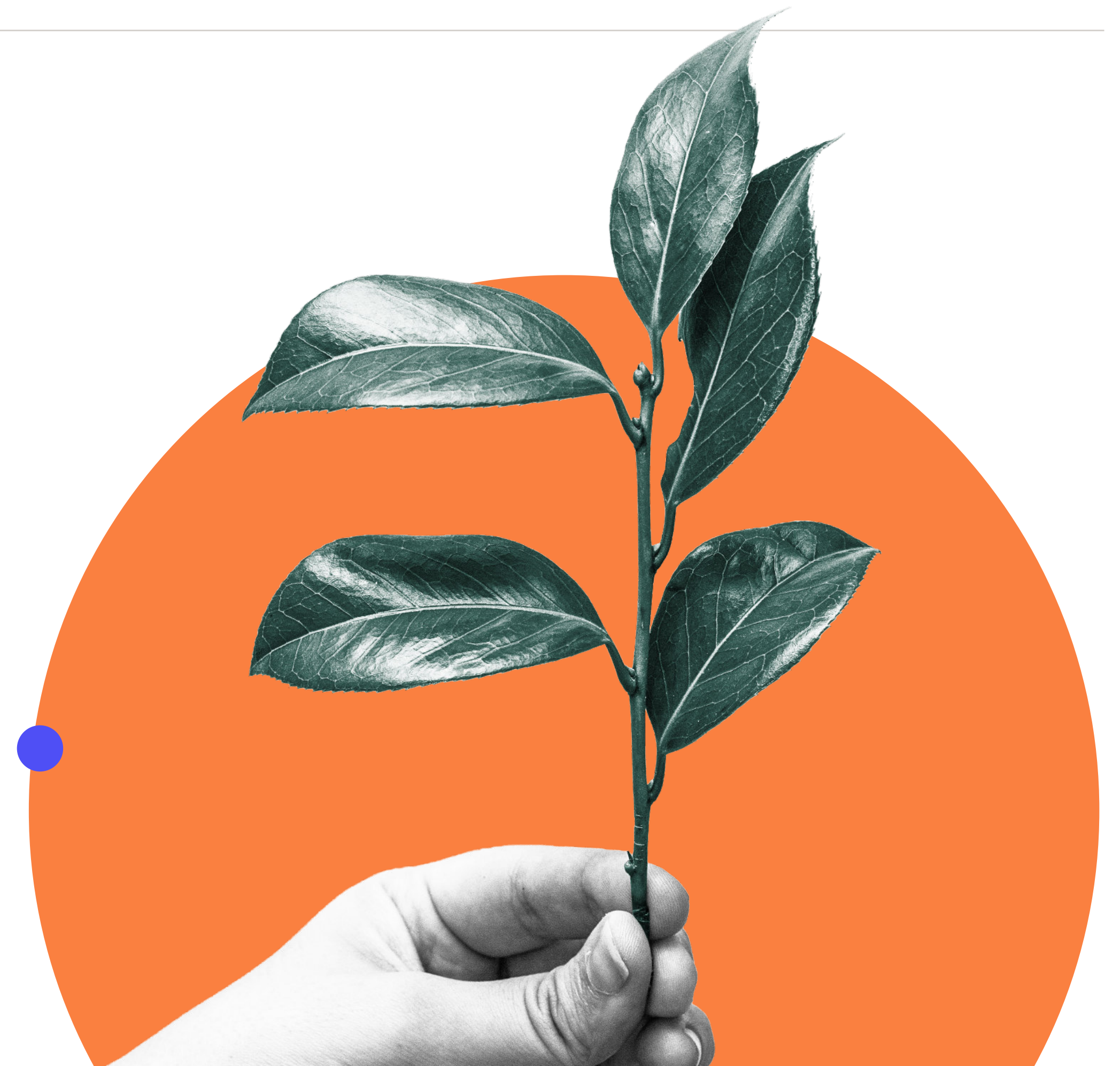
As a climate positive workforce, BidCraft has partnered with Ecologi to fund responsible tree planting and carbon reduction projects around the world.

Whenever someone buys an APMP certification course from us, we fund the planting of trees from our own money at no extra cost to you.

**10,620**

trees and counting

*Ecologi*



# Get started today

Exams are provided by The APM Group (APMG™). APMG is a trademark of The APM Group Limited. All rights reserved.

APMP certification requires that you maintain your credentials through ongoing professional development, measured in Continued Education Units (CEUs) or Continuing Professional Development (CPDs).

We are a Preferred Supplier to the Career Transition Partnership and offer a 20% discount on training prices to Armed Forces personnel and service leavers.

## Find out more

[academy@bidcraft.co.uk](mailto:academy@bidcraft.co.uk)

[bidcraft.com](http://bidcraft.com)

[@BidCraft](https://www.linkedin.com/company/bidcraft)

