



WEBINAR

10-10:45AM, 22nd April 2026

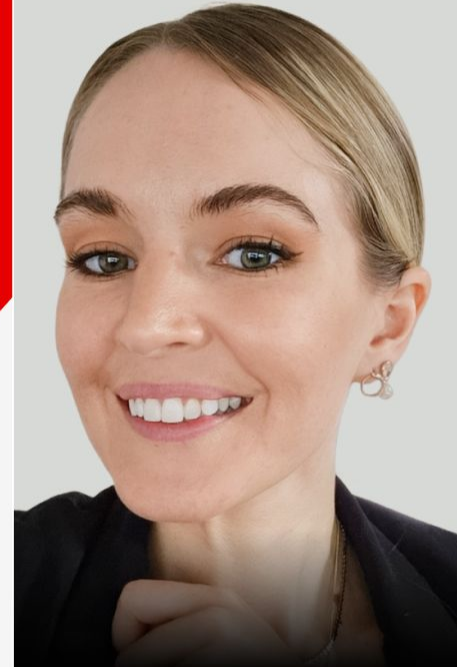
# AI can write your bid, but it can't guarantee a win

How to go beyond compliance  
and draft winning bids



**Debbie Oxberry**

Ops Director, Ocean City Bids

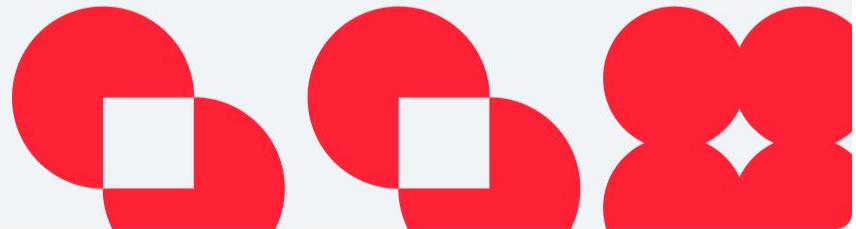


**Christina Godfrey Carter**

Founder, Stargazy

# Welcome to our three-part webinar series

- ④ ~~Session 1: Most bid teams lose before they start writing~~
- ④ ~~Session 2: How to manage multiple live opportunities at once~~
- ④ **Session 3: AI can write your bid, but can't guarantee a win**



# Agenda

## Welcome and introductions

Meet your speakers and what we'll cover today

## Section 1: What's at stake

Why generic bids are getting easier to spot

## Section 2: From static content libraries to winning inputs

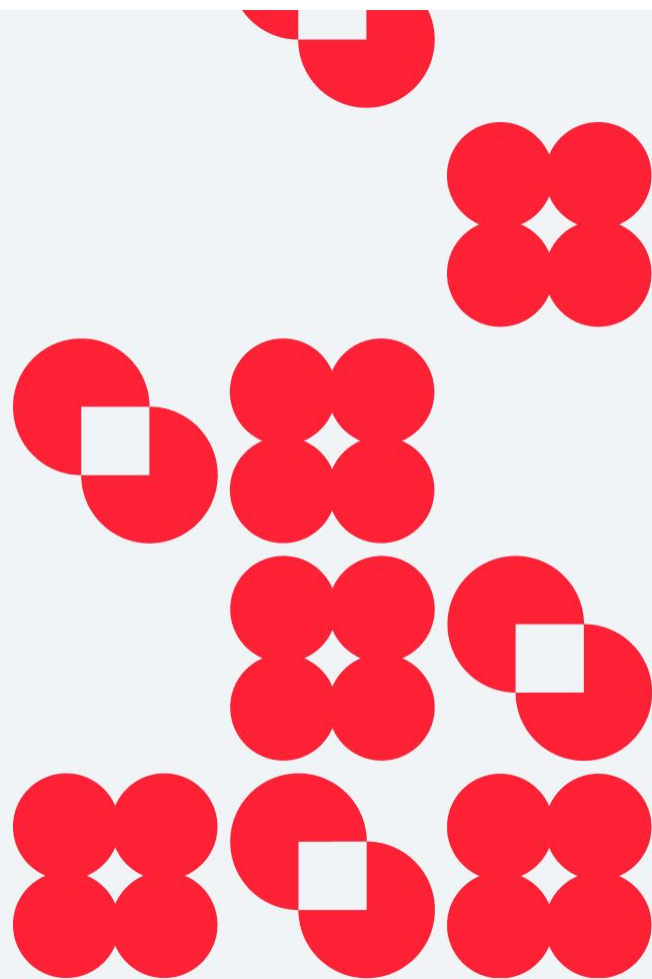
The input problem most teams ignore

## Section 3: Stress-testing your bid and iterating on your current workflow

Human review isn't optional, even when the output looks clean

## Live Q&A

Your questions answered by Chris and Debbie.

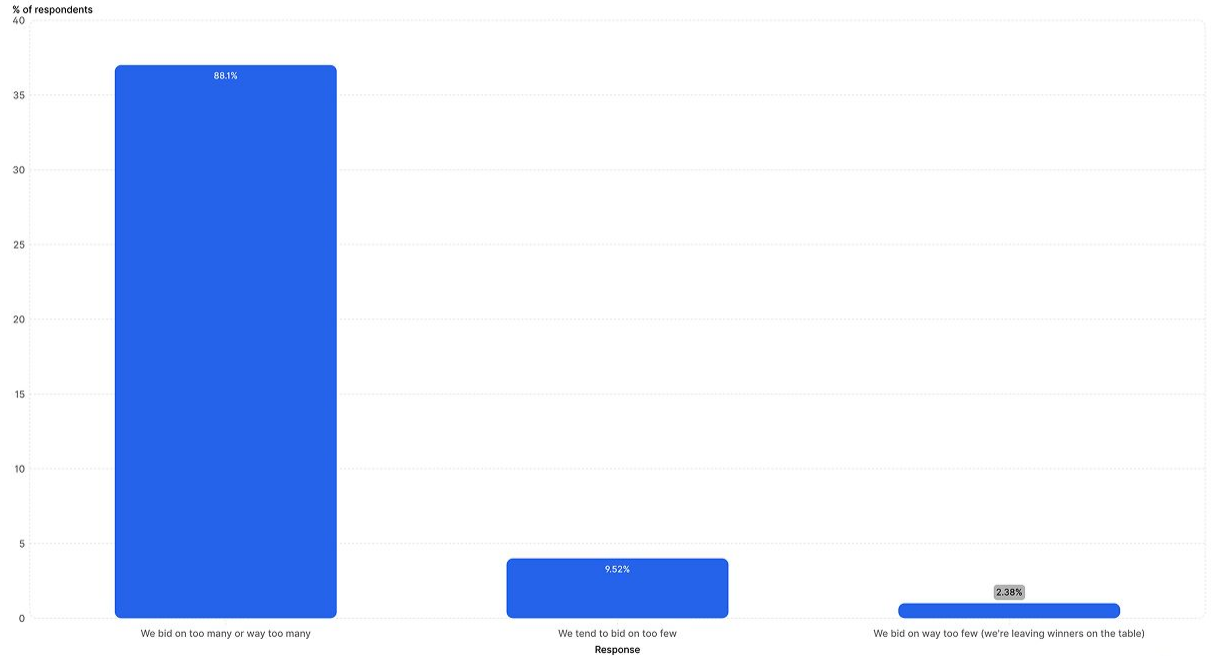


# The pressure on bid teams



What is your current rate of bidding?

## 88% of bid teams say they bid on too many tenders



Source: Stotles Webinar poll

stotles

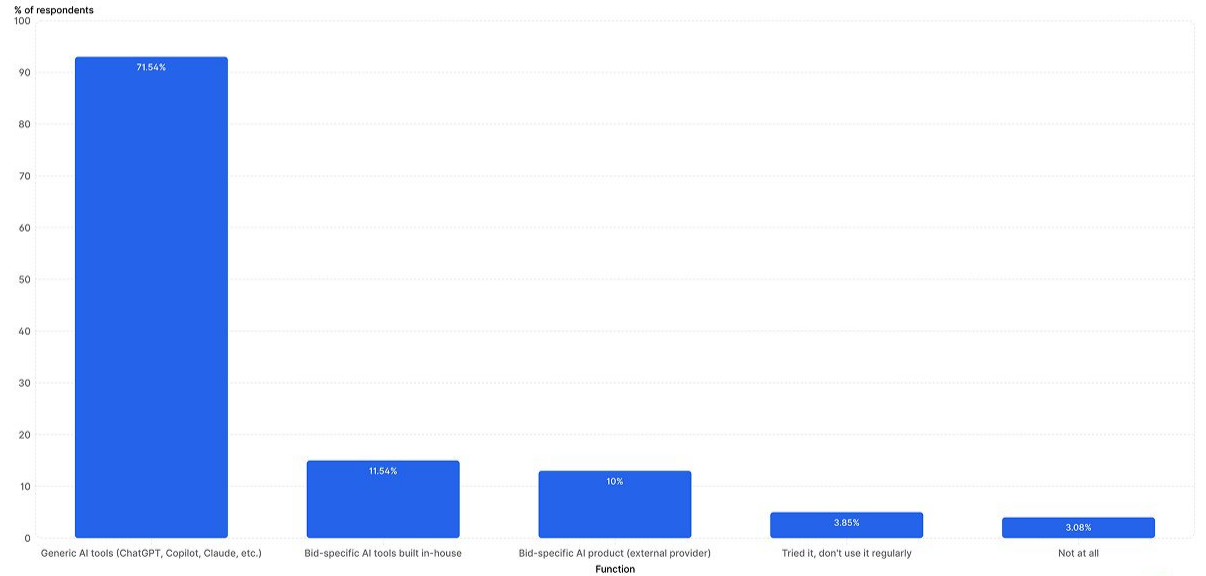
# AI usage in bid teams



What AI tools do you use?

## 72% of bid teams use generic AI tools like ChatGPT

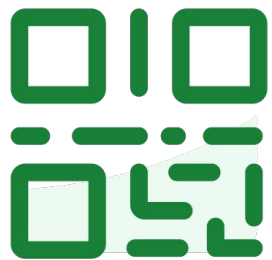
Survey of 130+ bid professionals



Source: Stotles x BidQuest webinar poll



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# 01.

## **What's at stake**

Why generic bids are getting easier to spot



What happens when AI use goes wrong in bidding?

#### Australian politics

## Deloitte to pay money back to Albanese government after using AI in \$440,000 report

Partial refund to be issued after several errors were found in a report into a department's compliance framework

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Krishani Dhanji

Mon 6 Oct 2025 07:46 BST

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■ The Deloitte report contained 'hallucinations' where AI models may fill in gaps, misinterpret data, or try to guess answers, University of Sydney academic Dr Christopher Rudge says. Photograph: Dan Himbrechts/AAP

AI • DELOITTE

## Deloitte allegedly cited AI-generated research in a million-dollar report for a Canadian provincial government

By Nino Paoli

Former News Fellow

November 25, 2025, 6:03 AM ET

Address

## Here's What Happens When Your Lawyer Uses ChatGPT

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

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London-based consulting firm Deloitte has come under fire for the second time this year after another foreign government-commissioned report contains potentially AI-generated errors. J. GORDON/ALAMY/GETTY IMAGES



# Has AI ever caused a problem in one of your bids?





**What's at stake and how  
has bad AI use  
gone wrong in bid writing?**

**80%**

**20%**

**AI handles this**

Structuring responses

Drafting standard sections

Compliance checks

Summarising documents

**This is where you win**

Buyer-specific knowledge

Win themes and positioning

Human review and judgment

Evaluator-led scoring logic



How much does the government use AI in their evaluation process? How does it influence their evaluation writing?

## How AI is changing the evaluation process

### Evaluators are scrutinising evidence more than ever

AI handles compliance checks automatically, freeing evaluators to focus entirely on the depth of your evidence.

### Feedback is getting longer and more specific

Post-bid comments now compare your evidence directly to what other bidders provided. Vague answers stand out.

### Compliant is no longer enough

Evaluators now say "this was compliant" then explain how other bidders gave more reassurance.

### PPN 017 feedback is now easier to act on

AI tools can process assessment summaries and suggest where to update your content library, without a single meeting.

### Feedback can update your library automatically

Uploading bid feedback into proposal tools and AI identifying which content needs updating, closes the loop.



**What's the biggest mistake you see organisations making when they bring AI into their bid process? Is it the technology or how they adopt it?**

Mistake 01

**Total AI bans**

Leadership bans AI to protect quality. Staff use free tools secretly. No safeguards, no training, client data at risk.

Mistake 02

**No training approach**

Leadership assumes AI is intuitive. Teams are told to use it. Most abandon it within three weeks. Productivity gains never materialise.

Mistake 03

**KPI mandates without strategy**

The board mandates AI and sets volume targets. Teams push out more proposals at lower quality. Quantity over quality becomes the default.

Mistake 04

**Not reimagining workflows**

AI gets pasted onto existing processes. Nobody asks where to fully leverage AI's capabilities. The workflow never actually changes.



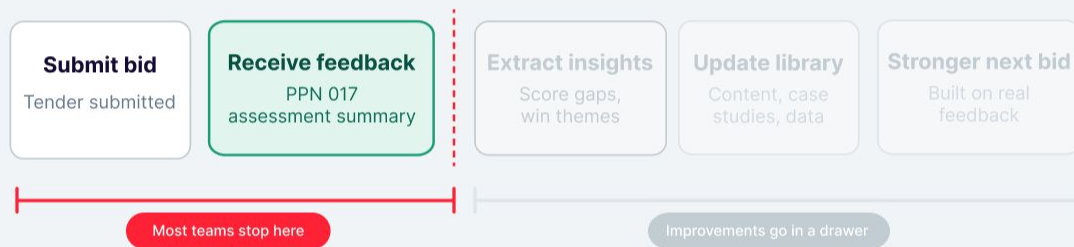
# 02.

## **From static to living content libraries**

The input problem most teams ignore



Since PPN 017 and mandatory assessment summaries, every bidder now gets structured feedback. Are teams actually using that to improve, or is it going in a drawer?





Walk me through what a good content library actually looks like for a team that's getting strong AI-generated first drafts?

#### Most teams have this

##### **Weak content library**

Slows AI down, produces generic output

- ✗ **Generic case studies**  
No buyer context, no scored criteria
- ✗ **Untagged documents**  
Can't retrieve by theme or question type
- ✗ **Stale CVs and org charts**  
No version control, no expiry dates
- ✗ **Missing win/loss notes**  
Feedback lives in inboxes, not the library
- ✗ **One giant shared drive**  
No structure AI or humans can navigate

#### What good looks like

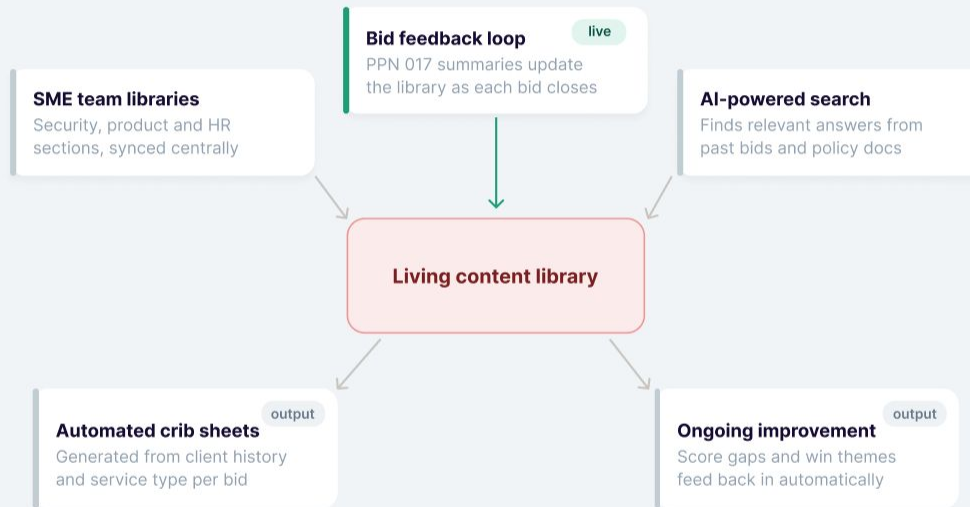
##### **Strong content library**

Gives AI the right evidence, fast

- ✓ **Evidence tagged by theme**  
Social value, security, delivery by question
- ✓ **Scored case studies**  
Mapped to criteria, outcome and contract value
- ✓ **Live CVs with expiry flags**  
Named, versioned, pulled in seconds
- ✓ **Win/loss notes attached**  
PPN 017 summaries linked to each bid record
- ✓ **Structured for AI retrieval**  
Consistent format AI can read without guessing



You've talked about the difference between a static content library and a living one. What does "living" actually mean in practice? What should it be connected to?



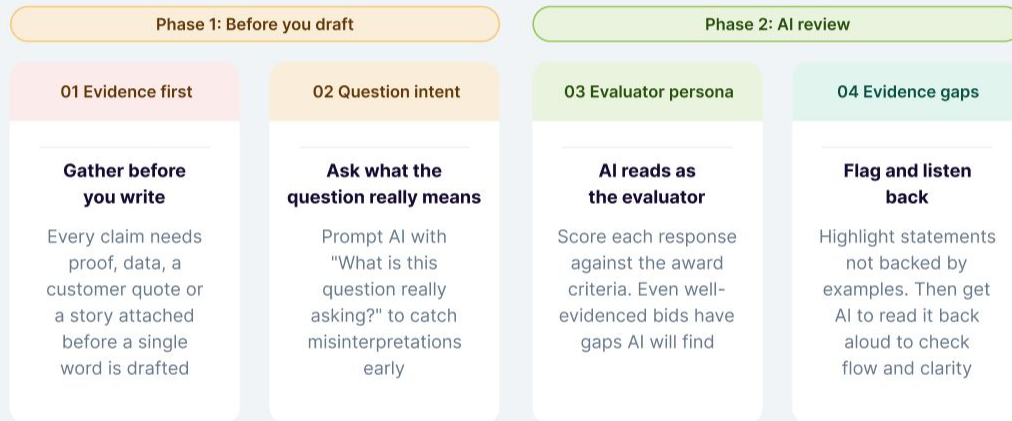
# 03.

## **Stress-testing your bid**

Human review isn't optional, even when the output looks clean



**What does a proper pre-submission framework actually look like beyond a compliance check? What are you looking for that a tick-box exercise would miss?**





**Have you ever caught something in a final review that would have cost you the bid?  
What was it and what made you spot it?**



How do you stay on top of the ever-changing AI landscape?

#### **Schedule learning time**

Bid teams are too busy to learn by accident. Block time for newsletters, YouTube and courses and treat it as non-negotiable

#### **Invest in formal training**

Courses and apprenticeships in AI and automation build deeper expertise than casual self-study alone can offer

#### **Run a monthly AI forum**

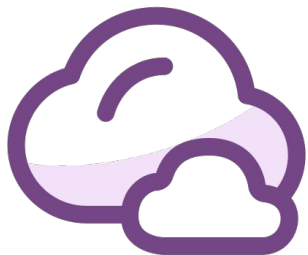
Set the team small tasks to experiment with. Come together monthly to share what worked and what did not

#### **Keep humans in the loop**

AI handles the mechanics. Humans provide meaning, context and judgment. Keep reinforcing this with your team

#### **Adopt early, adapt fast**

The internet and mobile phones faced the same scepticism. Early adopters won then. The same will be true of AI



# What AI tool or model do you use most in bidding?

# 04.

## Q&A

Any questions?