

ALLIANCE



Opportunities for small business

Making the Most of Alliance 2010

Proven Strategies for getting noticed & meeting the right people

Webinar Facilitated by

Tiffany Scroggs, Contracting Assistance Specialist

Thurston Economic Development Council and Procurement Technical Assistance Center

To join the conference call:

1-866-740-1260.

Participant Login Access Code: 3101301





Agenda

- Navigating Alliance
- Identifying Your Target
- Creating Marketing Tools
- Post Event Follow Up
- Top Ten Don'ts
- Q&A



Navigating Alliance



<u>Time</u>	<u>Pioneer Room</u>	<u>Founders Room</u>	<u>Heritage Room)</u>
8:30 – 9:20am	Selling to the Government 101	U.S. Navy Panel	ITAR Panel - International Traffic in Arms Regulations
9:00-11:00am	MATCHMAKING MEETINGS (between show floor & classrooms)		
9:30 – 10:20am	Department of Transportation Panel	SEAPORT e (part I)	Pacific Northwest Laboratory
10:30 – 11:20am	Construction Panel	SEAPORT e (part II)	Manufacturing Panel
11:30am – 1:00pm	LUNCH BREAK – Keynote Speaker – James Wigfall. Boeing, Supplier Management with SSG		
1:30 – 2:20pm	Selling to the Government 101	US Army Corps of Engineers – Simplified Acquisitions	RFID/UID – DoD Federal Packaging
1:30-3:30pm	MATCHMAKING MEETINGS (between show floor & classrooms)		
2:30 – 3:20pm		Micro-purchases (under \$3,000/ credit card buys)	

Navigating Alliance



- Tradeshow

 - Don't spend too much time at one booth

 - Drop off cards, take contact information – follow up

 - Watch out for the candy, wear comfortable shoes

- Workshops

- Matchmaking: www.alliancencwconference.org

- Other



Identifying Target

- Create a Plan: www.alliancenvconference.org
- Do Your Research:
www.fbo.gov, www.google.com/unclesam,
www.lewis.army.mil/doc, etc.
- Set Goals
- Don't limit yourself to the contacts identified in your plan.



Marketing Tools



- Be prepared
- Include DUNS and Cage Code
- Capabilities Narrative

Good: Specializing in the development of enterprise software systems using Agile methodologies. 14 years of excellence with a proven track record of delivering on time and within budget. Strong focus on security, usability, performance, and best practices.

Needs Work: No job too big or small. ABC Construction is based in Tacoma. We've been around for 10 years.

- 30 second commercial

Examples



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Not Good.

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INDUSTRIAL BATTERIES, CHARGERS	GOLF CARTS

Better.

Post Event Follow Up



- Swag Bag Clean Up
- Follow Up
- More Research





Top 10 Don'ts

Do Not:

10. Show Up Late.
9. Leave Early
8. Be Grumpy
7. Dress Unprofessionally
6. Have an Inactive CCR/DSBS



Top 10 Don'ts

Do Not:

5. Skip the PTAC Booth
4. Skip Lunch
3. Expect a Contract That Day
2. Wait for People to Talk to You
1. Forget to Follow Up

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Questions?

www.washingtonptac.org

