

**Atlanta, GA • January 31, 2017**

- 8:00 – 9:00 am\* Registration and Breakfast
- 9:00 – 9:45 am Welcome Remarks and Morning Keynote
- 9:45 – 10:00 am Networking Break/ Expo
- 10:00 – 11:00 am Breakouts | [Choose one of these sessions:](#)

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	ALL BUSINESSES
<p><b>Where to Begin: Government Contracting 101</b></p> <p>This workshop can give aspiring contractors a foundation for working with the federal government. Topics include SAM registration, NAICS code identification, and how to engage the government as a client.</p>	<p><b>Boosting Local Contracting Opportunities</b></p> <p>Learn how to contract with local government agency officials during this hands-on session. Representatives from local government offices will share details of their preferred procurement methods and budget, as well as any active or upcoming opportunities.</p>	<p><b>Developing a Powerful Capability Statement and Perfecting Your Pitch</b></p> <p>You're ready to start marketing your business to the government. Where do you begin? Build a strong foundation by learning the fundamentals of writing a winning capability statement and perfecting your elevator pitch.</p>

**Contract Connections:** One-on-One Buyer/Seller Meetings  
*Please opt-in at Online Registration for the opportunity to be matched with a buyer.*

- 11:00 – 11:15 am Networking Break/Expo
- 11:15 am – 12:15 pm Breakouts | [Choose one of these sessions:](#)

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	ALL BUSINESSES
<p><b>Navigating and Marketing to the World's Largest Customer: From Researching to Follow-Up and Everything In Between</b></p> <p>Discover some of the most effective tools and the best time to market your business to the world's biggest customer. Tailor your marketing approach by understanding the contracting life cycle and current procurement research.</p>	<p><b>Learn How to Work with Federal Agencies</b></p> <p>A variety of federal agency officials will share first-hand insights on how to do business with their offices. Agency representatives will cover details of their preferred procurement methods and purchasing budget as well as any active or upcoming opportunities.</p>	<p><b>Successful Proposal Strategies and Techniques</b></p> <p>Proposal writing is one of the most important tools for success in the procurement arena. Get insider tips on proven strategies and techniques for writing a winning proposal.</p>

**Meet the Mentors:** Roundtable Q&A with Government Contracting Mentors  
*Please opt-in at Online Registration for the opportunity to participate.*

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- 12:15 – 12:30 pm Networking Break/Expo
- 12:30 – 1:30 pm Lunch and Keynote Speaker
- 1:30 – 1:45 pm Networking Break/Expo

**1:45 – 2:45 pm\*** Breakouts | Choose one of these sessions:

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	ALL BUSINESSES
<p><b>Grow Your Business Globally Through Government Contracting</b></p> <p>Launching a successful small business was just the first step. How can you grow your business even further? Learn how to expand your already thriving small business through international federal government contracts.</p>	<p><b>You Have a Contract, Now What? Lessons Learned and Best Practices</b></p> <p>Winning a contract is only the first step. This workshop focuses on the dos, the don'ts and tried-and-true ways to prepare your business for growth after winning a contract, and highlights common hurdles that companies may face.</p>	<p><b>Exploring Digital Platforms</b></p> <p>Learn how the Government uses digital platforms and social media channels, and how your company can make the most out of these platforms to enhance your marketing strategies.</p>

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**2:45 – 3:00 pm** Networking Break/Expo

**3:00 – 4:00 pm** Breakouts | Choose one of these sessions:

WOMEN-OWNED SMALL BUSINESSES	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE
<p><b>ChallengeHER: SBA 8(m) Women-Owned Small Business Workshop</b></p> <p>Learn about the Women-Owned Small Business Federal Contract program's rules and regulations, as well as how to capture opportunities and leverage this certification for success.</p>	<p><b>Two is Better Than One: Teaming with Large Prime Contractors</b></p> <p>Dive deep into the teaming experience by looking at how, when and why to team—plus, meet a few of the biggest contractors and learn how to do business with their offices during this hands-on session. Representatives will cover details of their preferred procurement methods, how to team with them, budgets and active/up-coming opportunities for SBOs currently seeking to team with them.</p>	<p><b>Learn How To Get On a GSA Schedule</b></p> <p>Obtaining a Schedules contract is a challenging process for a company of any size. This session will cover a checklist for how to obtain a GSA Schedule; including supplies and services covered by the Schedules program, Schedule solicitations and proposals, and marketing and administering a Schedule contract.</p>

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**4:00 – 5:00 pm** Networking Reception: Meet the Speakers\*\*

Enjoy an informal opportunity to network with speakers, buyers and mentors.

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Please visit our partners in the Expo area to learn more about their services.