

Washington, DC • June 28, 2016

8:00 – 9:00 am* Registration and Breakfast

9:00 – 9:30 am Welcome Remarks and Morning Keynote

9:45 – 10:45 am Breakouts | [Choose one of these sessions:](#)

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE
<p>Developing a Powerful Capability Statement and Perfecting Your Pitch</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>	<p>You Have a Contract, Now What? Lessons Learned and Best Practices</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>Federal Contracting Outlook: 2016 and Beyond</p> <p>Work on your long game in this strategic session. Learn about major procurement trends and the top spending categories, funding agencies, and prime contractors likely to dominate in the next few years.</p>

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

10:45 – 11:15 am Networking Break/Expo

11:15 am – 12:15 pm Breakouts | [Choose one of these sessions:](#)

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES NEW TO GOVERNMENT CONTRACTING	ALL BUSINESSES
<p>Navigating and Marketing to the World's Largest Customer: From Researching to Follow-Up and Everything In Between</p> <p>Discover the most effective tools and the best time to market your business to the world's biggest (and most complex) customer. Tailor your marketing approach by understanding the contracting life cycle and current procurement research.</p>	<p>Two is Better Than One: Everything You Need to Know About Teaming</p> <p>Don't want to bid for a contract alone? Dive deep into the teaming experience by looking at how, when and why to team—plus the dos and don'ts of working with partners.</p>	<p>Successful Proposal Strategies and Techniques</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 – 1:15 pm Lunch

1:15 – 2:15 pm

Breakouts | Choose one of these sessions:

BUSINESSES NEW TO GOVERNMENT CONTRACTING	BUSINESSES WITH SOME GOVERNMENT CONTRACTING EXPERIENCE	ALL BUSINESSES
<p>Collaboration Works: How to Partner with Large Prime Contractors</p> <p>Collaborating with a large prime contractor can be mutually beneficial. This session covers identifying the right partners, understanding what you bring to the table and how to combine capabilities to open up greater opportunities for your business.</p>	<p>Learn How To Get On a GSA Schedule</p> <p>Obtaining a GSA Schedule contract is a challenging process for a company of any size. In this session, review a checklist of key steps pertaining to getting on a GSA Schedule, including marketing and administering your GSA Schedule.</p>	<p>Grow Your Business Globally Through Government Contracting</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>

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2:15 – 2:45 pm

Networking Break/Expo

2:45 – 3:45 pm

Breakouts | Choose one of these sessions:

WOMEN-OWNED SMALL BUSINESSES	ALL BUSINESSES	ALL BUSINESSES
<p>ChallengeHER: SBA 8(m) Women-Owned Small Business Workshop</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>Making Your Debrief Count</p> <p>Winning a government contract can change your business; however, not being awarded the contract doesn't have to be the end of the process. Learn the importance of requesting a debrief and how to defend your contract in a bid protest.</p>	<p>The Government, Your Client: An Inside Look at How to Structure Your Business</p> <p>Working with the government as a client requires you to view your business through a new lens. This session explores changes other small businesses have made in order to be successful in working with the government (including project management, accounting processes and pricing strategies).</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.