



SAVE THE DATE!

Event Details

NO COST!

Date: December 9, 2015

Time: 10AM – 11:30AM

Location:

ISBDC Office

117 E Spring St.

New Albany, IN 47150-3444

(2nd Floor)

[Register Now!](#)

SMALL BUSINESS

OWNERS

***“Marketing to the
Federal Government”***

This free workshop will explore basic marketing strategies for government contracting. This workshop is targeted to beginner to intermediate contractors, but all are welcome! You’ll also have a chance to ask off-topic government contracting questions to a PTAC counselor before or after the presentation.

Topics Include:

- * Understanding What the Government Buys and How
 - * Basics of Government Marketing
 - * Finding Your Niche
 - * Finding Contacts to Market
 - * Using Small Business Certifications
- * Tools for Successful Marketing to Primes and the Government
 - * Anecdotal Steps to Success
 - * Selling via GSA Schedules and other platforms