



# Marketing to the Federal Government

**DATE:**  
October 17, 2019

**TIME:**  
11:30 am

**LOCATION:**  
Cleburne County  
Chamber of  
Commerce  
101 Adams St.  
Heflin, AL 36264

In this workshop, we will be discussing how to effectively market your product or services to the federal government.

Some of the areas of discussion:

- Do's and Don'ts of government marketing
- Creating an effective capability statement
- How to get your foot in the door
- What is important to the buyer
- How to conduct market research

There will be a Q&A portion, so please be prepared to ask *your* questions about government marketing!

**Please contact Lindsay Frey for more information.**

[lsfrey@jsu.edu](mailto:lsfrey@jsu.edu)