Marketing to the Federal Government

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

DATE:  
October 17, 2019  
TIME:  
11:30 am  
LOCATION:  
Cleburne County Chamber of Commerce  
101 Adams St.  
Heflin, AL 36264