



Anniston Army Depot Series: DoD Marketing Workshop

DATE:

February 20, 2019

TIME:

9:00 am to 11:00 am

LOCATION:

JSU School of Business
and Industry Complex
115 College St. SW
Jacksonville, AL 36265
Room 115

FEE:

No fee, but
reservation is required

This year, we are proud to be continuing our training partnership with Anniston Army Depot, offering our clients workshops led by actual Anniston Army Depot Contracting Office Specialists. This is the first of three installments the JSU PTAC will be offering this year.

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!

Contact Lindsay Frey at 256-782-5322 or lsfrey@jsu.edu to register for this workshop.