



# Anniston Army Depot Series: Capability Statements and General Marketing to the Federal Government

Please join us for our yearly round table discussion on general practices and tips to consider when marketing to a Federal Agency.

As you probably already know, government agencies, as with Anniston Army Depot, receive numerous sales calls and emails daily. Are you a contractor who has attempted to engage a federal agency, but never received a reply? Through our interactive discussion, contracting representatives from Anniston Army Depot will guide everyone on various aspects of government related marketing. Some of the topics from previous years are:

- What sets a good capability statement apart from a so-so one.
- How to engage your target audience, ex: have a plan for how you as the contractor can add value to the operation vs. just spitting out your capabilities
- Importance of researching buying patterns
- How to engage with purchase card holders (much harder since most are not posted in beta.sam)
- Importance of networking with prime contractors for sub opportunities
- How to find information on your competition
- How to get a face to face capabilities briefing

There will be no charge to attend, but RSVP is required. To reserve your spot or for questions, please email Lindsay Frey at [lsfrey@jsu.edu](mailto:lsfrey@jsu.edu).

**DATE:**

February 19, 2020

**TIME:**

1:00 pm to 3:00 pm

**LOCATION:**

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

**Please respond by  
Monday February 17,  
2020.**