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.

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.