

You're Invited

American Express OPEN Victory in Procurement “Marketing to the Federal Government” Workshop

Tech Square Research Building (TSRB)
85 Fifth Street, NW
Atlanta, GA
May 16, 2012
9:00AM – 12:00PM

The Federal Government awards nearly \$100 billion¹ in contracts annually to small business owners. Are you ready to pitch to the world's largest customer?

Join American Express OPEN, in partnership with the Contracting Education Academy at Georgia Tech, for *Marketing to the Government*, on May 16. This free 3-hour event for contract ready small business owners will teach you how to effectively pitch your business to the government.

- Insights into how to select which **government agencies to target** and how to get meetings with them
- **Tips and tactics** for improving your elevator pitch and capabilities statements
- Sample **elevator pitches and capabilities statements**
- Advice from a **panel of government buyers** and successful small business owners
- Interactive, roll-up-your-sleeves **roundtable workshop** where you'll hone your newfound skills

Pre-register online at <http://gtpac.ecenterdirect.com/>



CONTINUE THE CONVERSATION ONLINE AT THE AMERICAN EXPRESS OPEN VICTORY IN PROCUREMENT GROUP ON LINKEDIN.

¹US Small Business Administration, 2010.