

Doing Business With The Federal Government

Positioning strategies for Government
marketing success

Live, Online Event

Thursday, April 22 2010; 12 pm EST

- Marketing to the Federal Government
- Proposal Writing Excellence
- Become a Contractor of Choice
- Understanding Government Advantage Programs
- Teaming Agreements & Strategic Partnership Success

e: register@gmi-solutions.com

p: 510-984-3620

f: 510-380-7377

 Gateway Management, Inc.

Doing Business With The Federal Government

The U.S. Government is the world's largest customer. Are you taking advantage of this dynamic marketplace to drive organizational growth?

In this highly competitive landscape, effective implementation of government specific strategies will allow you to navigate the often overwhelming marketplace, realize achievable opportunities and gain competitive advantage. Our SME Innovation and Growth Series: Doing Business with the Federal Government is designed to equip you with the essential tools for finding, winning and executing Government contracts.

The U.S. Government is not a single entity, rather an interconnected web of agencies, each with their own procurement and service needs. This complex system is hard to navigate with many hurdles and layers of bureaucracy. For any organization wishing to contract a service or sell a product to agencies at the federal level, Doing Business with the Federal Government will provide your organization with best practices and an upper hand for winning contracts.

e: register@gmi-solutions.com

p: 510-984-3620

f: 510-380-7377

Agenda

12 pm (EST)

The Basics: Marketing to the Federal Government

Essential toolkit for small and medium-sized enterprises (SMEs) doing business with the world's largest customer

Proposal Writing Excellence

Develop stand-out proposals for superior RFP recognition

Become a Contractor of Choice

Find, bid and win Government contracts

Understanding Advantage Programs

Guidebook for SMEs positioning themselves for success

Teaming Agreement and Strategic Partnership Success

Using partnerships to successfully meet complex government requirements

4pm (EST)

Program Completion





SME Innovation & Growth Series

Doing Business With The Federal Government

The Basics: Doing Business with the Government

Essential toolkit for small and medium-sized organizations doing business with the world's largest customer

- Be sure all requirements are met
- Know how to prepare proposals
- Determine exactly who, or what agency will be marketed too
- Match products or services with the correct purchasing venue
- Understand the different purchasing processes

Proposal Writing Excellence

Develop stand-out proposals for superior RFP recognition

- Gain competitive advantage in the Government marketplace
- Develop proposal marketing excellence
- Refined strategic partnerships
- Gain Government market insight and better know your customer
- How to speak directly to the purchasing decision maker

Become a Contractor of Choice

Workshop for understanding Federal client "rules of engagement"

- Discover Federal contracting opportunities
- Match proposal writing and teaming strategies for optimal recognition
- Small Business Certification and special opportunities
- Registration strategies
- Rules and regulations that govern Federal acquisition

SME Innovation & Growth in 2010

Gateway Management provides unique training opportunities catered specifically to small and medium-sized enterprises (SMEs) through **SME Innovation & Growth Series**. Throughout 2010, a breadth of online seminars, courses and strategy sessions will be offered to address pertinent issues for SMEs to optimize performance and find new opportunities.

If you are an SME that has a question or issues that need addressing, Gateway Management can customize a solution. We offer a sophisticated combination of training, customized solutions and staffing to address any need. Working with industry experts, methodologists and practitioners, Gateway Management has the right capabilities to provide in-depth analysis and a workable, affordable solution.

To discuss your organizations needs, please contact us at:

510-984-3620
jpowell@gmi-solutions.com

www.gmi-solutions.com

e: register@gmi-solutions.com

p: 510-984-3620

f: 510-380-7377

SME Innovation & Growth Series

Doing Business With The Federal Government

2010

SME Innovation & Growth Series

Upcoming program topics include:

-  Social Marketing Strategies for Small and Medium-Sized Enterprises
-  SME Service Company Optimization
-  Budgeting in a Post-Recessionary Environment

e: register@gmi-solutions.com

p: 510-984-3620

f: 510-380-7377



Understanding Advantage Programs

Guidebook for SMEs positioning themselves for success

- Establish long-term contract capabilities with all Federal agencies and purchasers
- 8A, Service Disabled Vet, Vet Owned, Small Business, etc.
- Certification strategies
- Maximize your organizations potential and create optimal performance in Federal sales strategy
- Making yourself visible in the Government market

Teaming Agreement and Strategic Partnership Success

Using partnerships to successfully meet complex government requirements

- Use teaming agreements for better success in selling to the Government
- Develop better partnerships
- Legitimately compete with larger organizations
- Reduce risk in marketing to the Government
- Use partnerships to expand offerings and promote growth

www.gmi-solutions.com



Doing Business With The Federal Government

Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

Gateway Management, Inc
2625 Alcatraz Avenue, #341
Berkeley, CA 94705

Phone: 510-984-3620
Fax: 510-380-7377

Register ❖ Online ❖ Fax ❖ Phone

Phone: 510-984-3620
Fax: 510-380-7377

Email: register@gmi-solutions.com

Online: www.gmi-solutions.com/registration

Fees:

- Online:** \$ 599
- Additional Attendee(s): \$ 299/ea.
- DVD:** \$ 699

Special Rate

Live Conference & DVD

\$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at jpowell@gmi-solutions.com.

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

NAME		
TITLE	ORGANIZATION	
MAILING ADDRESS		
City	STATE	ZIP
OFFICE TELEPHONE	MOBILE	
EMAIL		
<input type="radio"/> VISA	CARD NUMBER	EXPIRATION
<input type="radio"/> MASTERCARD		
<input type="radio"/> AMERICAN EXPRESS	NAME ON CARD	
<input type="radio"/> OTHER	BILLING ZIP CODE	CV2