

## **FREE Small Business Procurement Workshop** ***An Introduction to Business Matchmaking*** **Thursday, July 22<sup>nd</sup>, 2004 8 a.m.-1 p.m.** **The Adam's Mark Hotel - Philadelphia**

### **WHAT?**

This half-day immersion program is designed to help small firms begin or expand doing business with government agencies and large corporations in every industry. This is preparatory training for small companies participating in our Philadelphia Business Matchmaking procurement event August 17-18, 2004.

Experts from the U.S. Small Business Administration, SCORE, Small Business Development Centers and the private sector will present an intensive, interactive 2 1/2 hour group training session. It will be followed by one-on-one counseling onsite.

### **TOPICS:**

- Identifying government and large corporation buyers that are right for your business
- Effective marketing and sales approaches to government and large corporations
- The process for government certification and opportunities
- A comprehensive invitation to free resources accessible from the SBA, SCORE, and SBDCs
- An introduction to Business Matchmaking and subsequent procurement opportunities
- Networking and contact utilization

### **WHY?**

There's never been a better time for small business to deal with large corporations and government agencies. Changes in federal law coupled with incentives to big business have made it easier for your company to participate in this huge marketplace.

This workshop is for those who have started going after government and large corporate business and also for those anxious to begin. Business Matchmaking is a valuable investment of your time at no cost for participation.

### **HOW?**

- Go to [www.BusinessMatchmaking.com](http://www.BusinessMatchmaking.com) to register **FREE** for this workshop.
- Following your attendance at the workshop, you'll be provided advance, priority registration for the Business Matchmaking procurement event in Philadelphia **at no cost.**

**TO REGISTER, GO TO [WWW.BUSINESSMATCHMAKING.COM](http://WWW.BUSINESSMATCHMAKING.COM)**

## AGENDA

### 7:00 a.m. - 8:00 a.m.

Check-In and Continental Breakfast

### 8:00 a.m. - 10:30 a.m.

Workshop Program

- CCR Registration and Other Critical Certifications
- Doing Business with Federal Agencies
- Doing Business State & Local Government Agencies
- Doing Business with Large Corporations and Prime Contractors
- Utilizing SBA and Related Small Business Resources
- Where Do We Go From Here? Introduction to Business Matchmaking

### 10:30 a.m. - 1:00 p.m.

One-on-one counseling with SBA, SBDC, SCORE and other local resources, CCR certification guidance, networking and benefits from private sector host companies and advance registration for the Philadelphia Business Matchmaking procurement event in August.

## WHERE?

The Adam's Mark Hotel  
City Avenue & Monument Road  
Philadelphia, PA 19131  
215-581-5000

## HOW DO I REGISTER?

Registration is free and is based on a first come, first serve basis as space is extremely limited. Register at [www.BusinessMatchmaking.com](http://www.BusinessMatchmaking.com). Click on the "Business Matchmaking Philadelphia" button on the left hand navigation bar. For questions, please call Business Matchmaking customer service, 1-888-404-5524.

Business Matchmaking events are always "sold out" with high demand. Only those that attend the Introduction to Business Matchmaking workshop will be assured advance, priority registration for Business Matchmaking in Philadelphia **at no cost**.

**TO REGISTER, GO TO [WWW.BUSINESSMATCHMAKING.COM](http://WWW.BUSINESSMATCHMAKING.COM)**