

Marketing and Capture Management On-Line



How it works

Just like a class you'd attend in person, courses are taught by a live instructor on a scheduled day and time. The Web-enabled Instructor-Led training experience has much in common with the classroom equivalent. Students:

- Receive course materials in advance
- Participate in real time using a broadband connection
- Interact directly with the instructor and their peers

From your computer, you'll link to an instructor in a live, real-time, interactive learning experience. You'll become part of a virtual classroom where you can ask questions, seek guidance and participate in class discussions and small group exercises.

Part 1: January 22, 2013

Part 2: January 23, 2013

Time: 1:00 pm to 4:00 pm Eastern

Participants Must Attend Both Sessions to Receive Certificate

Topics Include:

- Understanding the government buyer and the acquisition process
- How the government conducts market research
- Marketing tools
- Using technology in marketing
- Past performance and maintaining a good reputation
- The steps to effective capture management

To Register: <https://events-na8.adobeconnect.com/content/connect/c1/1104287125/en/events/catalog.html> There is no cost for 7(j) eligible businesses.

Workshop information: Phyllis Embree or Chris Strudthoff, sbaworkshops@stoverteam.com (770) 423-9888. To find your local SBA Office, visit: www.sba.gov/sba-direct

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