

SDSDC & WBEC West Presents

OPERATION OPPORTUNITY ROADMAP TO CONTRACTING SUCCESS



Wednesday, May 27, 2015 | 8:30 am - 3:00 PM
Sony Electronics, 16535 Via Esprillo, San Diego 92127

Small Business | \$55

SDSDC Members | \$65

Small Business Exhibitor | \$100

Event to include continental breakfast and lunch.

Register Online |

http://sdsdc.org/Operation_Oppportunity.html

Sponsored By:

SONY

Workshop & Training

4 workshops focused on helping small businesses map out strategies for government and corporate contracting. Including Craig Logan, VP of Procurement of Sony Electronics.

Opportunity for 10 minute one-on-one capabilities review from participating corporate and government agencies.

Strategic Business Connections

Hosted by WBEC-West

One-On-One meetings, over 30 corporate, federal and local government agencies who are currently sourcing for your product or service. **Deadline to complete company profile May 19, 2015 at <http://procurementregistration.com/wbec>**

Small Business Opportunity Fair

Begin and strengthen relationships with other Small Business, Organizations, Corporations & Government Agencies

Special Sponsor Recognition



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WORKSHOP DESCRIPTIONS



SONY

Starting Line: Roadmap to Doing Business with Sony

Craig Logan, Vice President of Procurement of Sony Electronics, will launch Operation Opportunity by providing attendees steps to doing business with Sony, vendor requirements, and upcoming opportunities. Attendees will begin the journey by receiving insider tips to doing business with Sony Electronics. If Sony has been on your target list, this is a MUST attend event.

Directions: Pinpoint Your Best Prospect - Next Steps to Government Contracting

Beverly Kuykendall, American Medical Depot President of Government Business, will deliver successful strategies any small business owner can use when targeting federal agencies. The workshop will dive deeper than government certifications, SAM.gov registration and FBO.gov. Mrs. Kuykendall has over 20 years of experience in government contracting.



Directions: Demonstrating Your Value with Corporations and Government Agencies

Perfecting Your Pitch: Join us for this hands-on session to learn what works—and doesn't work—in an elevator pitch. Diane West, President of 2Connect, will share her expertise from providing presentation coaching and training to corporations for over 15 years. Using templates introduced, you'll have a chance to develop and practice your pitch in small groups. At the end of the session, a panel of corporate representatives and experts will provide feedback on some of the refined pitches.

Developing Your Company's Capability Statement: The number one asked for document in corporate and government contracting is a Capability Statement. The 2nd part of this workshop will take you through all the steps and exercises to developing an effective capability statement with one more step of making it come to life.

Put what you learn right to work during the 10 minute one-on-one capabilities review at the end of Operation Opportunity. Corporate representatives will provide written feedback on your meeting.

Guide to Preparing for a CPSR Audit (Prime/Corporate Only Workshop)

Contracting Systems Purchasing Review audit is a daunting audit process for any government contractor who is selected. The consequences of not passing or being prepared can leave the future of the contract unknown. Lil Smith, Small Business Liaison Officer of ViaSat, will provide real tactics, examples and tips to prepare any firm for a CPSR audit.

Workshop Highlights:

- What all the fuss about a CPSR
- CPSR preparation (is it really a big deal?)
- Key factors to watch out for
- CPSR findings ViaSat encountered
- CPSR findings other Primes are encountering
- Response to CPSR findings



ViaSat