



Breakfast and

BUSINESS DEVELOPMENT

THURSDAY, SEPT. 21



5 TACTICS, TOOLS AND RESOURCES FOR IMPROVING BUSINESS DEVELOPMENT OUTCOMES, NOW!

GUEST SPEAKERS: GUY TIMBERLAKE AND STEPHANIE ZINK

Renaissance Hotel
999 9th Street NW
Washington, DC 20001

8-9am: Networking / Breakfast

9-11am: BD/Contracting Workshop

11-11:30am: Networking / Wrap-Up

No charge for ISOA Members • \$200 for Non-Members



EVENT DETAILS:

Doing business in the federal sector is constantly changing as a result of increased competition, fewer opportunities as a result of consolidation, larger dollar values, diminishing value of incumbent status and a continuing shift in how or if deals and decision-makers can be influenced. Companies who understand and implement core tenets of the business development life cycle (Strategy, Marketing, Business Development, Capture Management and Proposal Management based on rock-solid Market and Competitive Intelligence) often possess and demonstrate a clear and

identifiable competitive advantage. How clear and identifiable? Check the scoreboard to see how they're doing.

During this comprehensive and interactive discussion, Stephanie Zink (Taurus Group) and Guy Timberlake (The ASBC) discuss real-world tactics, tools and resources companies can use to improve their federal sector business development processes and outcomes.

This is a **Running of the Bulls!** presentation.