

Matchmaking Meetings Frequently Asked Questions (FAQs)

What is a Matchmaking Meeting?

A **Matchmaking Meeting** is a face-to-face meeting with a small business owner and a government agency and/or prime company, who will meet privately for five (5) minutes, to discuss how current procurement needs can be fulfilled by your company. Each meeting opens up endless business opportunities by providing small business owners with exposure to potential procurement officials/buyers. No contracts are guaranteed on the day of meeting. So that we keep our scheduled matchmaking meetings on time we ask that all small business owners arrive a few moments earlier for their scheduled meeting. If you are late arriving to your meeting unfortunately we may have to replace you with another company.

How Do I Schedule a Matchmaking Meeting for the Maryland Live! Casino Minority Outreach Fair event on 06/23/16?

Pre-registration to meet with matchmaking host companies is until Tuesday, June 21, 2016 at 1:00pm. There will be limited walk-in registration on event day. Please contact MWMCA at 443-759-8580 for any questions.

How do I prepare for my Matchmaking Meetings prior to arriving at my scheduled time(s)?

Do a little research and visit the companies' that you are scheduled to meet with website, before you arrive. If the company you are meeting with has already told us what services/products they are looking for, we have listed them on the Matchmaking Meetings Schedule.

What can I expect from a Matchmaking Meeting?

Expect to get your questions answered. Expect to discover if your product or service is of value to the government agency and/or prime company. Expect to find out whom to talk to.

During the Matchmaking Meeting the small business owner should:

- Introduce themselves/company
- Explain how you can fulfill their current needs
- Highlight services and/or products
- Provide a Capability Statement or Line Card (optional but suggested)
- Ask what the next step will be for you
- Most of all make an IMPRESSION

Please arrive at Least five (15) minutes prior to your scheduled meeting(s).

What do I bring to the Matchmaking Meetings?

You are not required to bring anything. However, it is suggested at a minimum to bring at least one of the following:

- Your business card.
- Capability Statement, a line card or a brochure. The format should be easy to read, bullet point format is great. Keep it streamlined and to the point. The information you bring should highlight your company's qualifications and unique product or service. Emphasize your niche. Show a track record of outstanding service. List any certifications such as 8(a), MDOT, Baltimore City, Service and Disabled Veteran, etc.

What do I do after my Matchmaking Meeting and the event is over?

- Follow-up. Work will not fall in your lap. We can only lead you to the work that is available.
- Build a relationship. Make the connection with the right person. Remind them of who you are and your track record, solutions you have to issues they face, the prices you charge, etc.
- Be patient and be persistent.
- Send a thank you note, whether it is a physical snail mailed note or an e-mail.

We have heard many companies tell us after attending events that they did not obtain any promising leads/business from it. Understand that we are leading you to the business but it's up to you to sell yourself and close the deal. We have identified companies that want to do business with you. According to the Governor's Office of Minority Affairs' (GOMA) Fiscal Year 2014 Minority Business Enterprise Program Statistical Report, "Maryland awarded \$2.1 billion in prime and subcontracting awards to small minority- and women-owned businesses in FY2014."