

## **One-to-One Introduction Meetings TIPS AND FAQ'S**

### **What is a One-To-One Introduction Meeting?**

A One-to-One Introduction Meeting is a face-to-face meeting with a small business owner and a government agency and/or prime contractor who will meet to discuss the small business owners company privately for five (5) minutes. Each meeting opens up endless business opportunities by providing small business owners with one-on-one exposure to potential procurement officials/buyers. No contracts are guaranteed on the day of meeting. All small business owners must be on time for the meeting or may be replaced with another company.

### **During the One-to-One Introduction Meeting the small business owner will:**

- Introduce themselves/company
- Explain what their company does
- Highlight services and/or products
- Provide a Capability Statement or Line Card (optional but suggested)
- Most of all make an IMPRESSION.

### **How Do I Schedule a One-to-One Introduction Meeting at the 10/14/11 Minority and Women-Owned Business Expo and Symposium?**

Register first to attend the Minority and Women-Owned Business Expo. Go to [www.mwmca.org](http://www.mwmca.org), at the upper right hand side of the home page go to the Events dropdown button. Click the button that says **Register 10/14 Minority Business Expo**. Once you have registered, then, you can register for your One-to-One Introduction Meeting.

### **Register for Your One-to-One Introduction Meeting:**

Go to [www.mwmca.org](http://www.mwmca.org), at the upper right hand side of the home page go to the Events dropdown button. From the dropdown menu select, "One to One Introduction Meetings" These are the companies that have agreed to meet with participants one-on-one in a private meeting to discuss your company. The one's that have Services/Products highlighted can be clicked to learn about the company's current needs. Email a list of the names of the companies you want to meet with, choice 1, 2, 3, and 4 to [wrf@mwmca.org](mailto:wrf@mwmca.org) and within 24 hours you will receive confirmation of your scheduled meeting(s). We will confirm at least two meetings for you however we want you to select 2 more as backup, just in case your first 2 are not available. We want to give all participants an opportunity to take advantage of the one-to-one introduction meetings. However, you will still be able to meet with all companies in the exhibit hall, just not one-to-one. [See Complete Listing of Exhibitors.](#)

## **How do I prepare for my One-to-One Introduction Meetings prior to arriving at my scheduled time?**

Do a little research, visit the companies that you are scheduled to meet with websites, before you arrive, If the company you are meeting with has told us what services/products they are looking for than we have listed them on the [“One to One Introduction Meetings Participating Companies Schedule”](#) on our website.

## **What do I bring to the One-to-One Introduction 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 can I expect from a One-to-One Introduction 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.

Each meeting will be approximately 5 minutes; it is long enough to SELL YOURSELF! Present any information you brought with you. Quickly give an overview of your company. Tell about an accomplishment. Find out about immediate opportunities, if they are not the right opportunities for you, ask them to identify someone else in their company that could assist you. Ask to follow up at a later date to find out about additional opportunities. Ask what the next step will be for you?

## **What do I do after my One-to-One Introduction Meeting and the show 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 your track record, solutions you have to problems they have, the prices you charge etc.
- Be patient and be persistent. The squeaky wheel gets the oil.

We have heard many companies tell us after attending events that they did not get any business from it. Understand that we are leading you to the business but you must sell yourself and close the deal. We have identified companies that want to do business with you. In 2010 880 Million Dollars in contracts was awarded to minority and women-owned businesses.

We have some great tips on our website about networking at:

<http://mwmca.org/specials/showMsg/41>