

## One-to-One Introduction Pre-Registered Attendees:

Thank you for pre-registering to participate in One-to-One Introduction Meetings occurring at Meet the Primes on Wednesday, October 15, 2014. If you are receiving this message, you should have received an emailed confirmation acknowledging your scheduled meetings. If you have not received a confirmation message, or your request(s) have not been addressed, please contact us immediately at [events@mwmca.org](mailto:events@mwmca.org). To better prepare you for your upcoming meeting(s), we'd like to offer a few reminders, tips, and suggestions:

### **How Do I Check in on Event Day?**

Upon checking in at the main event registration at the Exhibition Hall entrance, please immediately locate the One-to-One Introduction Meeting Café area to check in for your scheduled meetings. Each check in is completely separate; **checking in at the main entrance does not secure your space for your scheduled One-to-One Introduction Meetings. You must check in for your meetings at the One-to-One Introduction Café registration desk.** You may check in for all your meetings at once, even if they occur during different sessions, to secure your placement for each of your scheduled meetings.

### **Where Are the One-to-One Introduction Meetings Located Inside the Exhibition Hall?**

The location of the One-to-One Introduction Meeting Café will be identifiable with signs throughout the Exhibition Hall. However, upon the Exhibition Hall entrance, it's located on the rear, right side of the building.

### **What Is the Best Time to Arrive For My One-to-One Introduction Meeting?**

Please arrive to your scheduled, assigned One-to-One Introduction Meeting Sessions ten (10) minutes early. We will start each session promptly. In order for the sessions to stay on track and on time, it's necessary that you arrive approximately ten (10) minutes prior to the start of your estimated meeting time which will be noted on your assigned meeting number.

### **I Know the Meetings are in Five Minute Intervals. How Will the Time Be Monitored?**

During your meeting we will be using five (5) minute sand timers to appropriately time each meeting in order to remain on schedule. Once you sit at your meeting table, you will sign-in first. Once signed in, the sand timer will be turned over to signal the start of your meeting. MWMCA representatives will assist in monitoring the timer to let you know when your meetings are over. This process will repeat at the start of each of your meetings. Please note that this step is an effort to be fair to each small business representative(s) waiting to meet with host companies and assist in preventing meetings from going over the five (5) minute time limit.

### **How Do I Prepare Myself for My One-to-One Introduction Meetings?**

Prepare your pitch! Five (5) minutes goes by quickly, so you want to be ready to sell your business. Some important aspects to include are what your business offers, your business' value proposition, certifications, service track record, and notable accomplishments. Overall, you should plan what you will discuss and go over in your meeting prior to event day.

### **What Should I Bring With Me to the One-to-One Introduction Meetings?**

Be ready to provide a business card, capabilities statement, and/or brochure to your prime host company representatives. It's important that you leave the host company representative with a tangible reference to your business. At a minimum, a business card would work, but if possible a one page capabilities statement or a company brochure that lists your company's product/service offerings, relevant certifications/licenses, notable clients, testimonials, and complete contact information would be perfect. The information presented in your company reference item should be streamlined, clearly identifiable, and labeled. These items would be beneficial not only for your scheduled One-to-One Introduction Meetings, but also for the other prime exhibitors you'll speak with during your time at the event.

### **What Are Some Topics I Could Cover During My One-to-One Introduction Meeting?**

Before event day, complete some preliminary research on your scheduled One-to-One Introduction Meeting host companies. If it's provided, make sure you review the host company's product/service needs. This research will help you become well versed with the company before meeting with the representative. Also, it will help you formulate specific questions that make best use of your time limit. For example some questions could be: how does your company's products/services fit into their needs, what specific job/work opportunities are available, how to become registered in vendor databases, the bid process, are there any work opportunities available for ongoing needs/smaller jobs you may not necessarily advertise, are there any tips to share about doing business with your company, etc.

### **How Should I Follow Up After My One-to-One Introduction Meetings?**

Follow up with your new business contacts after your meeting. Be sure to collect contact information from your host company representative prior to the end of your meeting. Sending a thank you/follow up message directly after your meeting is a great step in building a relationship with your new business contact. In your message, remind them of who you are, your products/services, and your business' track record. Offer a solution to issues you may have discovered they have during your meeting. Please keep in mind that these representative are typically very busy, so be patient, yet persistent. It's up to you to keep the lines of communication open.

Again, we thank you for being a part of this year's One-to-One Introduction Meetings. For complete event details, please [select here to visit the event's information page on our website](#), [www.mwmca.org](http://www.mwmca.org).

[For directions to the Maryland State Fairgrounds, select here.](#)

[For One-to-One Introduction Meeting FAQs, select here.](#)

If you have any updates/questions regarding your meetings, please feel free to contact us at **443-759-8580** or [events@mwmca.org](mailto:events@mwmca.org).

Thank You,

Md. Washington Minority Companies Association (MWMCA)