



# Capacity Building Workshop

**Thursday, March 5, 2026 9:00 a.m. - 4:30 p.m. Location: TBA**

The University of Maryland Medical System (UMMS), in collaboration with The University of Maryland Robert H. Smith School of Business, welcomes you to the Joint Supplier Capacity Building Workshop. **This one-day, in-person workshop is tailored to established suppliers ready to expand their partnerships with UMMS.**



## Program Goals

At the conclusion of this program, you will be equipped to:

1. Expand your capacity to create growth-oriented business plans, manage financial health, improve operations with AI, and market strategically.
2. Network and build relationships with UMMS contracting staff.

9:00 - 10:20 a.m.	<b>Strategic Planning</b>	Sharpen one- and three-year business plans setting a strategic path for growth.
10:30 - 11:50 a.m.	<b>Using AI for Business Processes</b>	Examine AI tools to increase efficiency and extend capacity.
12:00 - 1:50 p.m. Plenary Lunch	<b>Marketing in the Age of AI</b>	Plenary session introduces advanced strategies for digital marketing, customer engagement, and adapting to disruption.
2:00 - 3:20 p.m.	<b>Accessing Capital</b>	Revisit financial strategies focusing on managing cash flow, evaluating partnerships or debt, and scaling for growth.
3:30 - 4:30 p.m.	<b>Networking &amp; Coaching</b>	Connect in-person with UMMS contracting staff.

## Learning Materials

After the workshop, **vendors may join a six-week Marketing in the Age of AI cohort** increasing both the vendor knowledge base and opportunities to network and work alongside UMMS partners.