

## 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 to discuss the small business owner's company privately for three (3) minutes. Each meeting opens up endless business opportunities by providing small business owners with direct, individual exposure to potential procurement officials/buyers. No contracts are guaranteed on the day of meeting.

### How Do I Schedule a Matchmaking Meeting During Maryland Live! Casino's Minority Outreach Fair on Thursday, June 25, 2015?

*\*\*PLEASE NOTE – In order to schedule Matchmaking Meetings, you should first officially register as a Maryland Live! Casino Minority Outreach Fair attendee. If you have not registered as an event attendee, please take a moment and complete this step first. [Maryland Live! Casino Minority Outreach Fair Registration](#).*

Exhibitors that procure supplies, services, and construction related services will participate in the Matchmaking Sessions. [Select here to view the confirmed exhibitors list](#). The exhibitors that have the term, "[Services/Products Needed](#)," hyperlinked, under their company name can be selected to learn about the company's current projects and/or procurement needs. Once you have explored the exhibitors list, GET PREPARED. **The exhibitors list is updated daily. We strongly suggest you review it regularly for any additions/updates.** Registration for all Matchmaking sessions will occur on event day at registration are from 8:00am – 9:00am. After the registration hour, you are welcomed to check and see if host companies still have availability for meetings ten (10) minutes prior to the start of each session in the designated Matchmaking area inside the venue. Each attendee is allowed up to two (2) total Matchmaking meetings during the entire event. The matchmaking sessions will be held from 9:00am – 9:30am, 10:00am - 10:30am, and 11:00am - 11:30am. [Select here view the Matchmaking Schedule](#).

### How do I prepare for my Matchmaking Meetings prior to arriving?

Do a little research; visit the host companies' websites, before you arrive to gain an idea of the products/services procured. We suggest this because it is the number one complaint we hear from prime companies. They don't want to waste time explaining what their company does; the prime company is there to learn about your company.

### What can I expect from a Matchmaking Meeting?

Your main objective should be to learn if your product or service is of value to the government agency and/or prime company. The prime company will provide you with the necessary information on whom to talk to or the steps to get prequalified with their company and/or agency.

Each meeting will be approximately 3 minutes; this is long enough to SELL YOURSELF! Leave information about your company with the prime company representative that you

are meeting with. Quickly give an overview of your company. Mention an accomplishment. Find out about immediate opportunities. Ask to follow up at a later date to find out about additional opportunities. Ask what the next step will be for you? **Please arrive at least five (5) minutes prior to your scheduled meeting(s).**

### **During the Matchmaking Meeting the small business owner should:**

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

### **What do I bring to the Matchmaking Meetings?**

You are not required to bring anything. However, it is highly 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 within two (2) weeks, we are told by Prime Companies that if you wait too long to follow up they will not remember you. 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, via email or regular mail (U.S. Post Office).

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) Economic Impact of the Maryland Minority Business Enterprise Program, "In Fiscal Year 2014, payments to MBEs totaled \$2.1 billion." The pie is big enough for everyone to get a slice, you have to follow up and be persistent to get your fair share.