



Market Research - Locating Federal Government Opportunities

WHEN:

January 16, 2018
9:00 am - 11:00 am

WHERE:

Networks Northwest
Conference Room #3
600 E. Front Street
Traverse City, MI

What is Market Research? It is a continuous process designed to gather data on government agencies and prime contractors. It helps you to make more informed decisions about your business and how to maximize your marketing to the government.

Learn how to engage with your PTAC to determine the who, what, where, when and how of government purchasing as it pertains to your business.

This seminar will cover these topics and more:

- What does the government market look like?
- How is my product/service purchased and where do I find the opportunity?
- How does the government describe my products/services?
- How do I find individual opportunities without looking in a hundred locations?
- How can PTAC help?



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