



Northwest Michigan PTAC offers a variety of no-cost trainings on many topics related to doing business with local, state, and federal government and government primes.

CORE TRAINING CLASSES:

Our core courses cover the basic fundamentals of government contracting. They provide an introduction to businesses that are new to the federal marketplace and a good refresher for those already selling to the government. These sessions are offered on a regular basis or can be scheduled to fit your needs.

TRAINING NAME	TOPICS DISCUSSED	FORMATS
Introduction to PTAC	What is PTAC and What Can We do For You?	Virtual / In-Person
Selling to Uncle Sam—Doing Business with the Federal Government	Understanding the Government Marketplace	Virtual / In-Person
Market Research	Who buys what you sell? How do they buy? Where to find opportunities?	Virtual / In-Person
Marketing Your Business to the Government	Best Practices for Marketing to the Government and Primes	Virtual / In-Person
Understanding and Responding to Government Opportunities	Reviewing and Responding to Federal Solicitations	Virtual / In-Person
Federal Acquisition Regulations (FAR)	Understanding the Basics of the FAR	Virtual / In-Person
Selling to the State of Michigan	What Does the State Buy and Who Does the Buying	Virtual / In-Person

À LA CARTE / ADVANCED TRAINING CLASSES ON REVERSE

Visit nwm.org/ptac for a list of scheduled trainings and events or contact us to arrange for an individualized training session to meet your schedule.



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À LA CARTE TRAINING CLASSES ON A VARIETY OF TOPICS:

CATEGORY	CATEGORY	CATEGORY
Accounting and Finance	Certifications	Contract Types and Formats
State and Local Contracts	Marketing	Proposal Writing
Regulation and Compliance	Sales	SBIR/STTR
Teaming, JV, and Mentor Protégé	Tribal Affairs	Construction
Cybersecurity	Disaster Relief	Export
Government Market Fundamentals	Market Research	Performance Management

Not seeing what your looking for? Northwest Michigan PTAC is happy to deliver no-cost, customized classes that are based on your company’s needs and focused trainings tailored to specific departments within your organization (e.g. accounting, packaging and shipping, business development, etc.). Contact your local PTAC for more information.

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