



Panels and Workshops

Sessions 1 & 2 | 9:00 a.m. – 10:10 a.m. | 10:20 a.m. – 11:30 a.m.

Selling to Fairfax County

Board Auditorium

Vendors and contractors seeking to do business with Fairfax County are invited to attend the “Selling to Fairfax County Workshop”. The workshop will provide you with information on the public bidding process, upcoming contracting opportunities and address any questions or concerns you may have about doing business with the county.

Session 1 Interactive Panels | 9:00 a.m. – 10:10 a.m.

Marketing Your Business

Conference Room 9/10

Our expert panel will discuss various useful means of marketing business. They will discuss what works as well as what does not work. They will answer questions from their individual perspectives such as, “Why is marketing so powerful? Who is doing it really well? When do you use various approaches?”

Alternative Financial Strategies

Conference Room 4/5

Our expert panel will describe the non-traditional funding mechanisms that are available to business owners and how they have been used. They will lead focused discussions on the benefits of certain funding techniques and when they are most often required. They will also answer questions about their favorite tools and why.

Session 2 Interactive Panels | 10:20 a.m. – 11:30 a.m.

Capability Statements That Work

Conference Room 9/10

Our panel of experts will discuss basic reasons to use high quality capabilities statements. The topics and questions will address - How others have used them, when they make sense, what are the best delivery strategies, and how they should look and feel?

Powerful Networking Tips

Conference Room 4/5

Coach Powell will explore tons of various networking techniques and how they work such as, how to give the perfect elevator speech and how to put together extremely powerful networking teams. He will also discuss how to choose the right people to be in your network and appropriate techniques to leverage their talents and strengths.