

MARKETING TO THE LOCAL GOVERNMENT



DATES

OCTOBER 17: MARKETING YOUR BUSINESS
DISCUSSION OF TOOLS: WEBSITES, SOCIAL MEDIA, VENDOR REGISTRATIONS, MARKETING MATERIALS

OCTOBER 18: CAPABILITY STATEMENTS & ELEVATOR PITCHES
HOW TO USE THEM TO MARKET YOUR BUSINESS

OCTOBER 21: SMALL BUSINESS CERTIFICATIONS
ELIGIBILITY AND HOW THEY BENEFIT YOU (FEDERAL, STATE, TDOT, AND 3RD PARTIES)

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