

VETS24 CONFERENCE PLANNER – Monday May 20 thru Thursday May 23
Your Personalized Planning Guide for All VETS24 Conference Attendees!

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15 TIPS & TRICKS TO MAXIMIZE YOUR BD SUCCESS AT THE VETS24 CONFERENCE!

DEVELOP A PERSONAL BD PLAN AND EXECUTE IT!

1. **Use Every Minute!** The VETS24 Conference is a 4 day offsite business development opportunity
2. **Use Every Opportunity!** At sessions, at breakfasts, coffee breaks, lunches, receptions, hallways
3. **Set BD Goals!** *“Each day I will collect 10 business cards and meet with 5 of my top prospects”*
4. **Practice Your Pitch!** Know what you are selling and have a pitch that is concise and impactful
5. **Be Prepared!** Biz cards, 1 page sell sheets, map of the facility, complete the following pages of this VETS24 Conference Planner!

IDENTIFY THE TOP 5 AND NEXT 5 BD CONTACTS

6. **Research Who to Meet With!** Visit company & agency websites, know why they need your firm
7. **Identify Your Top 5 and Next 5 Top Prospects!** 10 quality meetings @ VETS24 = BD Success
8. **Collect Data on Each Prospect!** Picture, organization, title, bio
9. **Organize Your Prospect Data!** Create a 1 page ‘cheat sheet’ with picture/bio for your top 5 prospects
10. **Attend the Sessions!** Arrive early, introduce yourself, request to meet later at lunch or at a reception

BEST PRACTICES FOR THE VetFedMatch™ MATCHMAKING PROGRAM

11. When the VetFedMatch opt-in invitation is distributed (first week of May) OPT-IN ASAP!
12. Prepare your Supplier information – company 1-pager, Capabilities deck, NAICS codes for key services or products
13. When you are notified of VetFedMatch Appointments - Be Prepared for every meeting!
14. Meet and REPEAT! Meetings are limited to 15 minutes so you can request a follow up meeting!
15. REMEMBER! Matchmaking is just one part of your Personal BD Plan! You will meet your Top Prospects in the 5 General Sessions, 36 Breakout sessions, at breakfast, lunch, coffee, and receptions

VETS24 CONFERENCE INFORMATION

- The [VETS24 Conference](#) has grown to become the leading in-person event for the entire Veteran Small Business Community:
Federal Agency Leaders | Large GovCon Leaders | SD/VOSB Leaders | Leading Vendors.
- VETS24 Conference [website](#)
- VETS24 Conference [brochure](#)
- VETS24 Conference [Sponsorship Prospectus](#)

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VETS24 Conference Agenda Overview

Day 1: Monday May 20

TRAINING NETWORKING EXHIBIT HALL NVSBC MEMBER SESSION

TIME	EVENT	ACTIVITY - OBJECTIVE
1:00 PM – 2:30 PM	Pre-Conference Workshops (2 sessions)	Select session, attend, NETWORK!
3:00 PM – 4:30 PM	Pre-Conference Workshops (3 sessions)	Select session, attend, NETWORK!
3:00 PM – 4:30 PM	NVSBC Annual Membership Meeting	Members ATTEND, others OPTIONAL
6:30 PM – 8:00 PM	NVSBC Welcome Reception	ATTEND, NETWORK!

Day 2: Tuesday May 21

TIME	EVENT	ACTIVITY - OBJECTIVE
6:30 AM – 8:00 AM	Networking Breakfast	ATTEND, NETWORK!
8:00 AM – 9:45 AM	General Sessions	ATTEND, NETWORK!
10:00 AM – 7:00 PM	Exhibit Hall Open	PLAN YOUR ROUTE THRU THE 154 EXHIBITORS!
10:00 AM – 5:00 PM	Showcase Theater Presentations	Select session, attend, NETWORK!
10:00 AM – 10:50 AM	BO100 Business Opportunity Sessions	Select session, attend, NETWORK!
11:00 AM – 11:50 AM	BO200 Business Opportunity Sessions	Select session, attend, NETWORK!
11:30 AM – 1:00 PM	Networking Luncheon	ATTEND, NETWORK!
1:00 PM – 3:00 PM	General Sessions	ATTEND, NETWORK!
3:00 PM – 3:30 PM	Coffee break	ATTEND, NETWORK!
3:30 PM – 5:00 PM	Pitch2WIN Competition	ATTEND, NETWORK!
5:00 PM – 7:00 PM	Networking Reception in Exhibit Hall	ATTEND, NETWORK!

Day 3: Wednesday May 22

TIME	EVENT	ACTIVITY - OBJECTIVE
7:00 AM – 8:30 AM	Networking Breakfast	ATTEND, NETWORK!
8:30 AM – 10:30 AM	General Sessions	ATTEND, NETWORK!
10:30 AM – 11:00 AM	Coffee break	ATTEND, NETWORK!
10:30 AM – 6:00 PM	Exhibit Hall Open	PLAN YOUR ROUTE THRU THE 154 EXHIBITORS!
10:30 AM – 4:00 PM	Showcase Theater Presentations	Select session, attend, NETWORK!
11:00 AM – 11:50 AM	Business Opportunity Sessions (6 sessions)	Select session, attend, NETWORK!
12:00 PM – 1:30 PM	Networking Lunch	ATTEND, NETWORK!
1:00 PM – 1:50 PM	Business Opportunity Sessions (6 sessions)	Select session, attend, NETWORK!
2:00 PM – 2:50 PM	Business Opportunity Sessions (6 sessions)	Select session, attend, NETWORK!
3:00 PM – 3:30 PM	Coffee Break	ATTEND, NETWORK!
3:30 PM – 4:20 PM	Business Opportunity Sessions (6 sessions)	Select session, attend, NETWORK!
4:30 PM – 6:00 PM	Networking Event & Day 2 Wrap Up	ATTEND, NETWORK!

Day 4: Thursday May 23

TIME	EVENT	ACTIVITY - OBJECTIVE
7:30 AM – 8:30 AM	Continental breakfast	ATTEND, NETWORK!
9:00 AM – 11:30 AM	Master Class Half Day Workshops (6 sessions)	Select session, attend, NETWORK!

WHERE CAN I FIND THE NAMES OF THE PEOPLE I WANT TO MEET WITH AT THE VETS24 CONFERENCE?

SPEAKERS (117) are listed on the VETS24 Conference website Schedule page [here](#)

EXHIBITORS (144) are listed on the VETS24 Conference website Exhibitor List page [here](#)

COMPANIES & ATTENDEES: the full list of all registered VETS24 conference attendees will be available April 30

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MY OVERALL BUSINESS OBJECTIVES AT THE VETS24 CONFERENCE

PRIORITY	OBJECTIVE	COMPLETED?

MY PERSONAL OBJECTIVES AT THE VETS24 CONFERENCE

PRIORITY	OBJECTIVE	COMPLETED?

COMPANIES I WILL MEET WITH AT THE VETS24 CONFERENCE – in the Exhibit Hall, during receptions

COMPANY	OBJECTIVE	COMPLETED?

SPEAKERS I WILL MEET WITH AT THE VETS24 CONFERENCE – after sessions, during receptions, breakfast/lunch, coffee

COMPANY	OBJECTIVE	COMPLETED?

AGENCY REPRESENTATIVES I WILL MEET WITH AT THE VETS24 CONFERENCE – after sessions, in the Exhibit Hall

PRIORITY	OBJECTIVE	COMPLETED?

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VETS24 CONFERENCE – PROGRAM CONTENT DETAILS

TRAINING SEGMENTS include Pre-Conference sessions, General Sessions, Breakout Sessions, Master Class sessions, and Showcase Theater sessions. Here's the details

- **Pre-Conference Sessions** are 90 minute sessions on Monday afternoon that provide a 'global view' of federal government contracting taught by instructors with decades of GovCon BD experience. The Pre-Conference Sessions are provided to all registered attendees *AT NO ADDITIONAL COST!*
- **General Sessions** are attended by all registered attendees and take place on Tuesday and Wednesday in the Executive Ballroom. General Sessions are presented by leading speakers from government and industry and are a core component of our VETS24 Conference educational content. General Sessions provide updates, trend analysis, and insights on the newest issues, hottest trends, and provide guidance to build your small business around the most sought after skills and core competencies.
- **Breakout Sessions** represent the 'core curriculum' of our VETS24 Conference training content and have been custom crafted to maximize your training experience during the Tuesday & Wednesday segments of your VETS24 Conference learning experience. Each 50 minute session includes at least 1 'take away' deliverables such as best practices, guides, tips & tricks practice guides, and other high-value artifacts that will short cut your implementation of the skills presented in the session. Our 36 Breakout Sessions present customized training for small business leadership on topics included in our 3 Training Tracks:
 1. **TRACK 1: BUILD YOUR PIPELINE** sessions provide the keys to success enabling you to **Define Your Target Markets & Close New Business in 2024 & Beyond**
 2. **TRACK 2: FORTIFY YOUR FIRM** sessions explore the **Internal Investments to Increase PWin & Self-Evaluation Points**
 3. **TRACK 3: EXPAND AND SCALE** sessions explore **Strategies to Maximize Wins & Accelerate Growth**
- **Master Class Sessions** present 2.5 hour deep dive training sessions on high value skills and critical capabilities to grow your small business. These sessions are hands on training, providing attendees with a detailed view and practical implementation guidance on critical skills for growth in the federal small business marketplace. Master Class Sessions are held on Thursday and are available to all registered attendees *AT NO ADDITIONAL COST!*
- **Showcase Theater Sessions** include a variety of 25-minute mini-sessions on a variety of hot topics including agency OSDBU updates, upcoming agency contract updates, and BD opportunity pipelines. The Showcase Theater is located in front of the Exhibit Hall and sessions will be continuously presented on Tuesday and Wednesday from 10AM to 5PM. The schedule of presentations will be published in early May.

VetFedMatch is NVSBC's matchmaking program being offered Wednesday 1:00PM to 3:30PM. VetFedMatch leverages NVSBC's unparalleled knowledge of the Veteran small business marketplace to connect **BUYERS** from federal agencies and large prime contractors with current requirements to fill with qualified Veteran small business **SUPPLIERS** of services and products to satisfy those requirements. VetFedMatch is quickly becoming the key NVSBC connector leading directly to closed business and net new revenue for your firm!

The **PITCH2WIN Competition** will be held on Tuesday 3:30-5PM. Understanding how to construct and deliver your small business 'Elevator Pitch' in 90 seconds is recognized as the #1 core skill for every successful firm, and our PITCH2WIN provides the keys to success. Enter to compete and win big prizes and bragging rights! Full details to enter the **PITCH2WIN Competition** are available on our VETS24 Conference website.

The **VETS24 Conference Exhibit Hall** is the largest small business expo in the industry and brings together over 150 vendors including large primes, teaming partners, and vendors to discuss business development opportunities, teaming opportunities, meet with prime contractors on agency vehicles, and learn from peers and new partners. Full details on our vendors and booth locations are available on our VETS24 Conference website.

And you will also enjoy non-stop **Networking opportunities** during the 4 receptions, daily breakfasts and lunches, 6 coffee breaks in the exhibit hall, and evening activities. All providing exceptional access to our 250 agency representatives, 150 speakers, and 2000+ fellow VETS24 Conference attendees! You will engage in more networking in 4 days at the VETS24 Conference than you can do in 6 months!