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WASHINGTON PTAC, REGIONAL CHAMBER TO HOST “MARKETING TO THE FEDERAL GOVERNMENT” WORKSHOP

KENNEWICK, Wash. – The Washington Procurement Technical Assistance Center (PTAC) and the Tri-City Regional Chamber of Commerce invite the community to attend the workshop, “Marketing to the Federal Government,” on Wednesday, October 17 from 9 - 10:30 am. The class will take place in the Bechtel Board Room at the Tri-Cities Business & Visitor Center, 7130 W. Grandridge Blvd., Kennewick. Ashley Coronado, PTAC Business Counselor, will present on the subject.

This workshop will teach attendees how to identify their potential government customers, analyze current and future needs, select and develop the right tools to assist their marketing efforts, connect with their customers and learn best practices to achieve marketing success. Additional topics covered in this session: how to create an effective capability statement to sell your company to potential clients, techniques to market your competitive advantages and correctly identifying which agencies and prime contractors to target. After the workshop, attendees will be invited to return at a later date to receive valuable feedback on their capability statement from experts in the federal government marketplace.

This class is offered at no cost for Regional Chamber Members and Non-Members. Please register at <http://washingtonptac.org>. For further information, contact Ashley Coronado at 509.491.3231 or ashley.coronado@tricityregionalchamber.com.

The Washington Procurement Technical Assistance Center (PTAC) helps businesses at no cost to find, bid, win and perform on federal, state and local government contracts. For more information, visit washingtonptac.org.

The Tri-City Regional Chamber of Commerce is the catalyst, convener and champion for community and business prosperity. For further details about the Regional Chamber visit www.tricityregionalchamber.com or call 509.736.0510.

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