

GOVERNMENT MARKET MASTER™ CERTIFICATE PROGRAM

COURSE LISTING

Course Number	Specialty Certificate Track(s)	Course Title	Course Fees	Course length	Course Description
GMM-100	MK, SM, BD, SL, BM	<i>Government Marketing Best Practices 2012</i>	\$792	8	<i>This insightful and valuable Government Marketing Best Practices overview with cover challenges facing both B2G marketing as it evolves and B2G marketing professionals; government marketing tactics that are working today (PR techniques, white papers, radio, social media / Web 2.0 and more); how to get PR in print, on air and online; aligning marketing programs with sales goals; developing and using content as a marketing tool and lead generator; selecting and using the right Web 2.0 tools for you: social networks, blogs, podcasts, video; online and offline networking – finding the best places to spend your time and talent.</i>
GMM-100a	MK, SM, BD, SL, BM	<i>Government Marketing Best Practices 2012 {1/2 day session}</i>	\$396	4	<i>This insightful and valuable Government Marketing Best Practices overview with cover challenges facing both B2G marketing as it evolves and B2G marketing professionals; government marketing tactics that are working today (PR techniques, white papers, radio, social media / Web 2.0 and more); how to get PR in print, on air and online; aligning marketing programs with sales goals; developing and using content as a marketing tool and lead generator; selecting and using the right Web 2.0 tools for you: social networks, blogs, podcasts, video; online and offline networking – finding the best places to spend your time and talent.</i>
GMM-101	MK, SM, BD, SL, BM	<i>Market Overview: How and What Federal Government Buys / Products and Services (Federal Contract Procurement Cycle, Vehicles and Channels)</i>	\$396	4	<i>Since the U.S. Federal Government purchases nearly every legitimate business product and service imaginable through many different contractual vehicles and channels, this session provides an overview of the breadth and depth of the “What” as well as the “How.” It will also cover the nuances of the Federal Fiscal Year, how to take advantage of the “Buying Cycle,” and the choice of many manufacturers to leverage a reseller model instead of selling direct.</i>
GMM-102	BM	<i>Market Overview: The City of Washington, the Federal Government and Establishing DC Footprint</i>	\$396	4	<i>Washington, DC is like no other city or region in the nation or world. The National Capital Region is the epicenter of the U.S. Federal Government, the world’s largest employer. As a result, many contractors opt for a strong – in many cases, headquartered – DC footprint. Learn about the intricacies of DC as well as why and how to establish a “brick-and-mortar” presence.</i>

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GMM-201	MK, SM, BD, BM	<i>Best Practices: "Go-to-Market" Strategy, Planning and Execution</i>	\$396	4	<i>Includes Market Dynamics; Business Mission, Vision and Value Proposition; Objectives; Solutions Set; Situation (SWOT) Analysis; Target Market(s) / Segment(s); Target Audience(s) and Their "Pain Points"; Marketing Strategy: Marketing Mix (Product; Place / Distribution; Promotion; Price); Implementation, Evaluation and Control; Practice Case Study.</i>
GMM-202	MK, SM	<i>Best Practices: Marketing Continuum / Phase 1 -- "Awareness Building"</i>	\$198	2	<i>Includes Advertising (Print and Broadcast); Analyst Relations; Branding; Business Promotion; Collateral; Corporate Sponsorships; Digital Marketing (Social Networks); Market Intelligence; Media Relations; Public Relations.</i>
GMM-203	MK, SM, BD	<i>Best Practices: Marketing Continuum / Phase 2 -- "Awareness and Demand"</i>	\$198	2	<i>Includes Digital Marketing (Websites); Industry Influencers; Partnerships and Alliances; Special Activities and Events; Speaking Engagements; Sponsorships; Trade Shows and Conferences; White Papers.</i>
GMM-204	MK, SM, BD, SL	<i>Best Practices: Marketing Continuum / Phase 3 -- "Demand Generation"</i>	\$198	2	<i>Includes Digital Marketing (Display Ads, Search Ads, SEO, Digital Events, eMail Marketing); Direct Marketing (Direct Mail, Telemarketing); Marketing Support; Sales Tools; Seminars and Workshops.</i>
GMM-205	MK, SM, BD	<i>Best Practices: Market Research and Knowledge</i>	\$396	4	<i>This session will provide the student with basic skills in how to conduct U.S. Federal Government market research – from industry trends and directions to customers and competitors; from primary to secondary -- and when, where and how to vet and secure third-party resources. This session presents the benefits of a systematic approach to research, including its relationships to strategic and account planning; and research tools and techniques will be discussed and evaluated.</i>

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GMM-206	MK, SM, BD, SL, BM	<i>Best Practices: Web 2.0 and Social Media Overview</i>	\$792	8	<i>The use of Web 2.0 and Social Media tools – web-based and mobile technologies that transitions one-way communications into a 24x7 interactive dialogue – is ever expanding, especially with customers, prospects, partners and employees who grew up as the tech-savvy “Generation Y.” Web 2.0 and Social Media is dramatically changing the means and methods of communication between individuals, communities, organizations and businesses. This course will cover in theory and practice plans, processes and methodologies for how, when and why companies employ these tools and tactics: from Web 2.0 (blogs, podcasts, video, micro-blogging, micro-sites and more) to Social Media (Facebook, Google+, GovLoop, LinkedIn, Twitter, YouTube, et al). Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-207	MK, SM, BD, SL, BM	<i>Best Practices: Social Networking Overview</i>	\$792	8	<i>The use of Social Networking has rapidly transitioned from a “Nice to Have” to a “Must Have” for businesses and organizations nationwide and worldwide to successful support its marketing, business development and sales endeavors. From inside the office to around the globe, technologies such as Facebook, Google+, GovLoop, LinkedIn and Twitter are more and more critical in business as well as in life. This course will cover in theory and practice plans, processes and methodologies for best leveraging the new tools, techniques, trends and directions. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-208	MK, SM, BD, SL, BM	<i>Best Practices: Linked In® – Successful and Sustainable</i>	\$396	4	<i>The leverage of Linked In, the 10-year-old a business-related social networking site with more than 99 million registered users in more than 200 countries, has rapidly transitioned from a “Nice to Have” to a “Must Have” for businesses and organizations nationwide and worldwide to successful support its marketing, business development and sales endeavors. This course will cover in theory and practice plans, processes and methodologies for best leveraging the new tools, techniques, trends and directions. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>

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GMM-209	MK, SM	<i>Best Practices: Webinars – Successful and Sustainable</i>	\$396	4	<i>Standing still means falling behind if your company is not leveraging Web 2.0 technologies and capabilities such as Webinars – also referred to as web conferencing or web-based seminars – to support marketing, business development, sales and/or business management initiatives. This course will cover in theory and practice plans, processes and methodologies for leveraging the power and cost-effectiveness of Webinars. Includes Live or Streaming Video; Meeting Recordings; Polls and Surveys; Screen Sharing, Desktop Sharing and Application Sharing; Slide Show Presentations; Text Chats; Web Tours; Voice Over Internet Protocol (VoIP); and Whiteboards. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-210	MK, SM	<i>Best Practices: Blogging – Successful and Sustainable</i>	\$396	4	<i>Standing still means also falling behind if your company is not leveraging Blogging and Micro blogging in support of your business plans and directions: from brand, image and promotion to thought leadership to lead generation. This course will cover in theory and practice plans, processes and methodologies for leveraging the power of The Blog. Includes Personal, Professional and Organizational Blogs; by Device, Genre and Media Type; Blogosphere, Blog Day, Blog Search Engines, Blogging Communities and Directories, and Blogging and Advertising. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-211	MK, SM	<i>Best Practices: Podcasts – Successful and Sustainable</i>	\$396	4	<i>Standing still here also means falling behind if your company is not leveraging the popularity and efficiency of Podcasts – also referred to as net casts or non-streamed webcasts – in support of your business plans, programs and campaigns. This course will cover theory and practice plans, processes and methodologies to leverage Podcasts, a converged medium that integrates digital media files (either audio or video), the web and portable media players, to successfully deliver your company’s messaging at anytime and anywhere. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>

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GMM-212	MK, SM, BD, SL	<i>Best Practices: Twitter® – Successful and Sustainable</i>	\$396	4	<i>Twitter – more specifically online social networking and micro blogging – has quickly become the poster child of Social Media nationwide and worldwide in dramatically changing the means and methods of communication between individuals, communities, governments, organizations and businesses. This course will cover in theory and practice how to succinctly leverage these “140-character Tweets,” and not get lost in the noise and clutter. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-213	MK, SM	<i>Best Practices: Videos – Successful and Sustainable</i>	\$396	4	<i>Video-sharing websites, such as Google’s YouTube, are rapidly transitioning from personal file sharing – employing flash video and streaming media technologies -- to now supporting businesses and organizations. This course will cover theory and practice plans, processes and methodologies to leverage video to successfully deliver your company’s messaging at anytime and anywhere. Also included are Current and Future Technologies and Capabilities; Privacy and Security; Management and Measurement.</i>
GMM-214	MK	<i>Best Practices: Analyst Relations, Public Relations and Media Relations</i>	\$198	2	<i>Effective “relationships” – Analyst Relations, Public Relations and Media Relations – are critical for promoting your company’s strengths, discriminators and value propositions to those customers and prospective customers to establish heart share and mind share that should result in market share. This session will guide you to the right people and pitches – the right vehicles and channels – to create awareness, interest and desire.</i>
GMM-215	BD	<i>Best Practices: Business Development Strategy, Planning and Execution</i>	\$792	8	<i>Includes Pipeline Development; Contracting Vehicles and Channels (e.g., GSA, GWAC, MAC, BPA, SB); Opportunity Identification and Qualification; Teaming and Sub-Contracting; Positioning; “Warm Handoffs” to Sales. Also IDIQ Task Order PMO; Mentor-Protégé Programs.</i>
GMM-216	MK, SM, BD, SL, BM	<i>Best Practices: DC Networking Tips and Techniques (Who to Know and What to Know)</i>	\$198	2	<i>The U.S. Federal Government market is a relationship-driven arena and there are hundreds of venues each week that promise the “best networking opportunities” for everyone and anyone. Where and how you make your contacts and connections is a critical part of your success; and this session will cover how you determine the best venues for reaching your specific audience(s) – including associations, organizations, seminars, conferences, workshops, lunches, and other events – as well as “best practices” tips for live networking.</i>

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GMM-217	SL	<i>Best Practices: Sales Strategy, Planning and Execution</i>	\$792	8	<i>The U.S. Federal Government spends more than \$500 billion annually on products, services and solutions; about 23% (some \$115 billion annually) goes to small firms. This session includes Opportunity Planning and Management; Opportunity Pursuit; Bid / No Bid Considerations; Solutioning; Pricing; Proposal(s); Capture.</i>
GMM-218	BD, SL	<i>Best Practices: Proposal (RFX Response) Winning Tips and Techniques</i>	\$792	8	<i>Includes Sources Sought; Draft Request for Proposal (DRFP); Request for Proposal (RFP); Final Proposal Request (FPR) or Best and Final Offer (BAFO); Solution(s) and Pricing Response(s); Contract Award(s); Debriefing(s) and/or Protests (Dispute Resolutions); Practice Case Study.</i>
GMM-219	BM	<i>Best Practices: Successful and Sustainable Growth Strategies</i>	\$396	4	<i>Includes Organic: Same Products / Services and Industries / Segments, Organic: New Products / Services and Industries / Segments, Partnerships and Alliances, and Mergers and Acquisitions.</i>
GMM-220	BD, SL, BM	<i>Best Practices: Successful and Sustainable Teaming Partnerships and Alliances (Including Channels, Resellers and Subcontractors)</i>	\$396	4	<i>Provides an overview of six types of “emergences”: How programs originate; how prime contractors may view teaming partners or subcontractors; questions that often arise during these discussions; positive and negative reasons why primes may add a business to their bid team(s); 10 “yellow flags” that indicate a possible problem; and five “red flags” that suggest a real problem is developing. This course will prepare the student to better navigate the dialog / negotiations with other firms in this arena, including the proper use of non-disclosures agreements (NDAs) and teaming agreements (TAs).</i>
GMM-221	BM	<i>Best Practices: Successful and Sustainable Management and Measurement</i>	\$396	4	<i>In business, you cannot manage what you cannot measure; you cannot measure with you cannot manage. You need to be more quantitative than qualitative; more results-driven than activity-driven. Whether its revenues or margins, market share or new logos, ROE or ROI, you need a mechanism and process – perhaps a “Dashboard” – to track and report on accomplishments vs. goals.</i>
GMM-222	BM	<i>Best Practices: Successful and Sustainable Board of Directors / Board of Advisors</i>	\$396	4	<i>While public companies must have a Board of Directors, many private companies do not leverage the value, experience and expertise the right Board of Advisors can bring to the conference table. This session will provide “C-level” students with an overview of the value of a Board of Directors and Board of Advisors – as well as the basic elements that make a successful and sustainable membership</i>

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GMM-223	BM	<i>Best Practices: Successful and Sustainable Employee Recruitment and Retention</i>	\$396	4	<i>A major cost for any U.S. Federal Government contractor – whether large or small, prime or sub – is employee recruitment, on boarding, training, management and retention. Poor programs, processes and selections result in lost time and business as well as lost financial and intellectual capital. This session will provide best practices for recruiting and retaining the right employees.</i>
GMM-224	MK, BD, SL, BM	<i>Best Practices: Special and Small Business Set-Aside Programs</i>	\$396	4	<i>U.S. Federal Government Contracting Small Business Set Aside firms include Small Business Minority Business Enterprise (MBE); Woman-Owned Business; Veteran-Owned Business; Disabled Veteran-Owned Business; Small / Disadvantaged Business SBA 8(a) Program; Historically Under-Utilized Business (HUB) Zone Located.</i>
GMM-225	BM	<i>Best Practices: Graduating from Special and Small Business Set-Aside Programs (What's Next?)</i>	\$396	4	<i>U.S. Federal Government Contracting Small Business Set Aside programs often have “graduation” dates. How do you prepare your business for the “post set-aside” world, where competition is much more intense? What adjustments need to be made in infrastructure and personnel? In your Marketing, Business Development, Sales and Business Management areas? This session will use practical advice and guidance from those who have been there, using case studies as well as personal experience.</i>
GMM-226	BM	<i>Best Practices: Government Contracting Fundamentals</i>	\$396	4	<i>Includes Federal Contract Environment and Structure; Resource and Reference Materials; Contracting Vehicles and Channels; Compliance, Legislation and Regulations.</i>
GMM-227	MK, SM, BD, SL, BM	<i>Best Practices: Ethical, Legal and Regulatory Compliance (Contracting Requirements and Regulations, including FAR and CAS)</i>	\$396	4	<i>Includes aspects of the latest Congressional compliance initiatives, compliance with all Procurement Integrity Act (PIA) issues, and general ethics issues for U.S. Federal Government contractors. This course is designed to provide an overview for recognition and management of these issues, not legal counsel or guidance.</i>
GMM-228	BM	<i>Best Practices: Timekeeping and Labor Regulations for Federal Contractors</i>	\$198	2	<i>Includes policies, procedures and Federal regulations in areas of Compensation, Internal Control Systems, Labor Accounting and Timekeeping; Non-Compliance Issues and Consideration.</i>

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GMM-229	BM	<i>Best Practices: Accounting for Federal Contracts and Dealing with Audits</i>	\$198	2	<i>Includes Accounting Requirements by Major Contract Types (e.g., Cost Reimbursement, Fixed Price, Time and Materials); Revenue Recognition and Reporting; Oversight and Audit.</i>
GMM-230	MK, SM, BD, BM	<i>Best Practices: Simplified Acquisitions -- A Missed Opportunity For Small Government Contractors</i>	\$396	4	<i>Simplified Acquisition Procedures (SAP) are the rules, methods and processes prescribed in FAR Part 13 for purchasing supplies or services. They are designed for relatively simple Government requirements, and their use is subject to designated dollar thresholds (\$99,000). Examples of items commonly purchased using SAP include office supplies, computer software and grounds keeping services. The purpose of SAP is to reduce administrative costs; improve opportunities for small, small disadvantaged, women-owned, veteran-owned, HUBZone, and service-disabled veteran-owned small business concerns to obtain a fair proportion of Government contracts; promote efficiency and economy in contracting; and avoid unnecessary burdens for agencies and contractors.</i>
GMM-231	MK, SM, BD, BM	<i>Best Practices: Selling Products to the Federal Government (full day session)</i>	\$792	8	<i>A full day of market intelligence, in-depth presentations on marketing and selling to the Government (federal, state, local and education), conducting research and much more. Session will cover trends in the Government market, what sectors are hot; marketing products to the Government and tactics that work; update on the Government SmartPay (charge card) program; Web, new media and Web 2.0 tools: where they fit and how to use them; selling from the GSA Schedule and Open Market sales; tips and techniques for selling to state and local governments; and research tools for the Government marketer.</i>
GMM-231a	MK, SM, BD, BM	<i>Best Practices: Selling Products to the Federal Government (half day session)</i>	\$396	4	<i>Session will cover trends in the Government market, what sectors are hot; marketing products to the Government and tactics that work; update on the Government SmartPay (charge card) program; Web, new media and Web 2.0 tools: where they fit and how to use them; selling from the GSA Schedule and Open Market sales; tips and techniques for selling to state and local governments; and research tools for the Government marketer.</i>

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GMM-301	MK, BD	<i>Team Project / Marketing Plan Development and Delivery</i>	\$792	8	<i>Framework includes Market Dynamics; Business Mission, Vision and Value Proposition; Objectives; Solutions Set; Situation (SWOT) Analysis; Target Market(s) / Segment(s); Target Audience(s) and Their "Pain Points"; Marketing Strategy: Marketing Mix (Product; Place / Distribution; Promotion; Price); Implementation, Evaluation and Control.</i>
GMM-302	BD, SL	<i>Team Project / Proposal (RFX Response)</i>	\$792	8	<i>Framework includes Sources Sought, Draft Request for Proposal (DRFP), Request for Proposal (RFP), Final Proposal Request (FPR) or Best and Final Offer (BAFO), Solution(s) and Pricing Response(s); Contract Award(s), Debriefing(s) and/or Protests (Dispute Resolutions).</i>
GMM-303	SL	<i>Selling from Your GSA Schedule</i>	\$792	8	<i>The GSA Schedules are certainly among the best known of all federal government contracts and among the most used, representing about 30% of federal procurement transactions. But did you know that GSA Schedules represent only 7% of the total government spend (\$40 billion of the \$550 billion in FY 2011)? And are you aware that the top 2% of all Schedule contract holders take more than 65% of those dollars? What are they doing that other contract holders are not doing? By leveraging a thorough knowledge of the Schedule process, training their respective sales forces on using the Schedule, and employing the right marketing to support the Schedule sales effort, these top 2% take more than \$28 billion of the total \$40 billion. This session is designed to share with you some of the best kept secrets in the government market-how to make money from a GSA Schedule!</i>

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GMM-304	SL	<i>Maximizing Sales from Your GWACs and IDIQs</i>	\$792	8	<i>Many companies believe that by simply getting a spot on a GWAC with a great name, like SEWP, will immediately generate income. Others believe that IDIQs are cash cows. Neither assumption is correct. While GWACs and IDIQs should be part of your 'go to market' strategy, you need to be able leverage them when the occasion arises. Which agencies buy off of which contractual vehicles and why? This session will discuss what GWACs and IDIQs are, and what they aren't. It will present techniques to bidding to get GWACs and IDIQs and tactics for selling from them. It will cover the various marketing tactics needed to support the sales activities, and more.</i>
GMM-305	SL	<i>Simplified Acquisitions- A Missed Opportunity for Small Government Contractors</i>	\$396	4	<p><i>'Simplified Acquisitions: A Missed Opportunity for Small Government Contractors' is a must for all small government contractors! Learn the SAP rules and processes at this session taught by industry veteran Guy Timberlake, Chief Visionary of The American Small Business Coalition.</i></p> <p><i>Need to expedite you're your "selling to the government" process? Simplified acquisition procedures (SAP) are the methods prescribed in FAR Part 13 for purchasing supplies or services. They are designed for relatively simple Government requirements, and their use is subject to designated dollar thresholds (\$99,000). Examples of items commonly purchased using SAP include office supplies, computer software, and grounds keeping services. The purpose of simplified acquisition procedures is to:</i></p> <ul style="list-style-type: none"> <i>• Reduce administrative costs;</i> <i>• Improve opportunities for small, small disadvantaged, women-owned, veteran-owned, HUBZone, and service-disabled veteran-owned small business concerns to obtain a fair proportion of Government contracts;</i> <i>• Promote efficiency and economy in contracting; and</i> <i>• Avoid unnecessary burdens for agencies and contractors.</i> <p><i>The simplified acquisition threshold (SAT) is \$99,000.</i></p>

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GMM-401	MK, SM, BD, SL, BM	<i>“Lessons Learned” Case Studies: Customers (Executives and Operations)</i>	\$198	2	<i>What makes for a good prime contractor and sub contractor? Contract and service levels? Governance, exceptions and escalations? How should you manage and measure customer satisfaction, loyalty and advocacy? U.S. Federal Government customers – on executive and operational levels – will provide the broad answers.</i>
GMM-402	MK, SM, BD, SL, BM	<i>“Lessons Learned” Case Studies: Providers and Advisors</i>	\$198	2	<i>Tips and techniques, advice and counsel, stars and scars from those in the know and trenches – Providers (large, medium and small contractors) and Advisors (lobbyist, law and proposal firms, et al) – on surviving and thriving in the U.S. Federal Government arena.</i>
GMM-501	MK, SM, BD, SL, BM	<i>Elective: Effective Synergies Between Marketing and Business Development and Sales</i>	\$198	2	<i>In the U.S. Federal Government market, where Marketing dollars are always tight, it is critical to successfully align, manage and measure Marketing programs – from “Awareness Building” to “Demand Generation” – to specific Business Development and Sales goals; from mind share to market share. This session provides front line best practices and case studies for ensuring your Marketing plans, programs, processes and metrics align and support Business Development and Sales.</i>
GMM-502	MK, SM, BD, SL, BM	<i>Elective: Making of the Book, “SELLING TO THE GOVERNMENT: What It Takes to Compete and Win in the World’s Largest Market”</i>	\$99	1	<i>Mark Amtower is the author of three books, two self-published and the latest (“Selling to the Government”) with a major publisher (John Wiley & Sons). In this session, he discusses the writing and publishing process as well as the value of being a published author.</i>
GMM-503	MK, SM, BD, SL, BM	<i>Elective: “Amtower Off Center” Virtual Studio</i>	\$99	1	<i>Mark Amtower has been hosting business talk radio shows for seven years – and “Amtower Off Center” is heard weekly on WFED AM 990 and www.FederalNewsRadio.com. Radio offers a good way to inform an audience of who you are and what you do, and display subject matter expertise to a defined audience. In this session, you will learn how to identify the right broadcast venue for you and your company, and the skills required to be a good guest on talk radio.</i>