

## **Small Business Central Event Listing for Outreach and Training**

### **Instructions for Listing Events**

Agencies should follow the instructions below to post events for small businesses on FedBizOpps. “Events” include, at a minimum, business development, matchmaking, and training for small businesses.

1. To create an event listing, log in as a government user (buyer) at [www.fbo.gov](http://www.fbo.gov) to create a ‘special notice’. If you are not currently an authorized user with permissions to create a notice, please see item 4 below.
2. When creating an event listing, use ‘special notice’ as the notice type and ensure the “title” field begins with “Small Business Event” to facilitate easier searching by small businesses. *Note: The system will key on ‘special notice’ as the notice type and the text string “Small Business Event” in the title when returning search results.*
3. To maximize the utility of the dynamic event listing, information on the following elements should be provided in each posted notice, at a minimum (a sample event is provided at the end of the attachment):
  - a. event description – what it is and what the benefit is to the attendee;
  - b. date of event;
  - c. time of event;
  - d. location information to include address, directions, parking/transit, building or event access information – such as photo ID and accessibility accommodations;
  - e. registration information;
  - f. agency point of contact; and
  - g. cost (if any).
4. Permission will be required to post notices on the system. CAOs/SPEs and OSDBUGs/small business directors, or their representatives, should work with the appropriate agency local office FBOs administrators to establish the agency officials, contracting officers, and small business experts that will have permission to post information to [www.fbo.gov](http://www.fbo.gov). A training module for managing FBO notices is available at [www.fbo.gov](http://www.fbo.gov) under the “getting started” tab.

Technical questions related to searching, posting, and system use should be directed to the Federal Service Desk [https://www.fbo.gov/utis/help\\_desk](https://www.fbo.gov/utis/help_desk) within the Integrated Acquisition Environment.



## GSA-NCR Marketing to the Federal Government Workshop

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*GSA's Marketing Bootcamp is for Small Business vendors interested in doing business with the government or increasing your sales potential.*

This free workshop is designed to encourage and support small businesses interested in marketing your services and supplies to the federal government. This workshop will provide you with practical marketing tips and success strategies.

Workshop highlights include:

- Teaming and Partnering Strategies
- GSA Multiple Award Schedules - Is it right for you?
- Subcontracting Strategies
- Federal Strategic Sourcing Initiative
- GSA Mentor-Protege Program, and more

**Identification:** You must have a photo ID to enter the building.

**Parking:** There are several parking garages within a few blocks of GSA's NCR Building.

**Metro:** L'Enfant Plaza, served by Metro's Orange, Blue, Yellow and Green lines. GSA's NCR Office is located at the corner of 7th and D Streets, SW, directly across from L'Enfant Plaza.

### Driving Directions:

#### From Northern Virginia:

Take I-395 North, and cross into the District of Columbia. Take the 12th Street exit toward L'Enfant Promenade. Take the ramp toward L'Enfant Promenade. Turn slight right onto D Street SW.

#### From Maryland:

Take I-395 South. Take the 6th Street exit toward L'Enfant Promenade/7th Street SW. Take the ramp toward 7th Street SW/L'Enfant Promenade. Stay straight to go onto Frontage Road SW. Turn right onto 7th Street SW.

### To Register:

Please select "Register Online Now," on the upper right hand side of this page.

Tuesday, January 25, 2011  
10:00 AM - 12:00 PM

GSA Regional Office Building  
Auditorium  
301 7th Street SW  
Visitors Entrance D Street SW  
Washington, DC 20407

### Event Registration

[REGISTER ONLINE NOW](#)

### CONTACTS

NCR Small Business Utilization  
Center

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[View Contact Details](#)

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