



# D2DINC WEBINAR DESCRIPTIONS

## **ALL ABOUT GSA SCHEDULES**

The GSA Schedules are the government's contracting vehicle of choice. Gain an understanding of the GSA Schedule program and how it works. Topics include:

- Why should companies have a Schedule
- What types of products and services can be put on Schedule
- How to get approved by GSA
- Special pricing considerations
- Post-award contract administration

## **SUBMITTING WINNING PROPOSALS**

Does reading a government solicitation give you a headache? Have you submitted proposal after proposal and never won a contract? Learn how to prepare your company to submit winning proposals, using our proven proposal management methodologies.

- Pre-solicitation activities
- RFP analysis
- Making bid/no-bid decisions
- Proposal team roles and responsibilities
- Organizing your response
- Creating Themes and Discriminators
- Writing persuasive content
- Conducting reviews

## **UNDERSTANDING GOVERNMENT CONTRACT PRICING**

Gain an understanding of the financial issues involved in administering government contracts. Topics include:

- Contract types – CPFF, T&M, FFP, etc
- Cost allowability and allocability
- Direct and indirect costs
- Calculating overhead and G&A rates
- Preparing cost/price proposals

## **PREPARING YOUR COMPANY FOR GOVERNMENT CONTRACTING**

Working with the federal government is much more complex than contracting with Topics include:

- Understanding the Federal Market & Federal Procurement Process
- Organizational Infrastructure
- Financial Management Issues in Government Contracting
- Contractual & Regulatory Concerns

## **MARKETING TO THE GOVERNMENT**

Effective marketing closes the gap between the capture and proposal process. We discuss how to interact with the government to be perceived as a partner and subject matter expert who understands the agency's needs and knows what the government really wants. Topics include:

- Learning and understanding agency requirements
- Identifying potential opportunities
- Preparing effective marketing materials
- Meeting with agency staff

## **UNDERSTANDING GOVERNMENT CONTRACT ADMINISTRATION**

Gain an understanding of the legal and regulatory issues involved in administering government contracts. Topics include:

- Overview of the FAR
- Federal acquisition process
- Important regulations and contractual provisions
- Authority of government personnel
- Contract administration activities



## WEBINAR SCHEDULE

Webinars will be held every other Friday at 1pm EST.

All webinars will be 90 minutes.

Webinars are limited to 15 people to allow all participants to ask questions.

Date	Topic
November 19	All About GSA Schedules
December 3	Preparing Your Company for Government Contracting
December 17	Marketing to the Government
January 7	Submitting Winning Proposals
January 21	Understanding Government Contract Pricing
February 4	Understanding Government Contract Administration
February 18	All About GSA Schedules
March 4	Preparing Your Company for Government Contracting
March 18	Marketing to the Government
April 1	Submitting Winning Proposals
April 15	Understanding Government Contract Pricing
April 29	Understanding Government Contract Administration



## GOVERNMENT PROCUREMENT WEBINAR REGISTRATION FORM

*The price for each webinar is \$245. Webinars are limited to 15 students.*

*Please use a separate form for each class you're registering*

### ATTENDEE INFORMATION

Organization:	
Name:	
Address:	
City/State/Zip:	
Phone:	
Fax:	
Email:	
Additional Attendee Names:	
Class Name:	
Class Date:	

### Payment information:

Mastercard     
  VISA     
  Discover     
  American Express

Credit Card Number:	Exp Date ____/____
CVV	
Amount to be charged:	
Cardholder Name	
Cardholder Signature:	
Card Billing Address:	
City/State/Zip:	

Credit card account numbers can be called into the office at (301) 657-4440, however this form must include at least the last four (4) digits of the card number and the form signed and returned before the payment can be processed.

The completed form may be faxed to Finance Department's eFax at (240) 235-4322; or emailed to [dkurcfeld@d2dinc.com](mailto:dkurcfeld@d2dinc.com).