

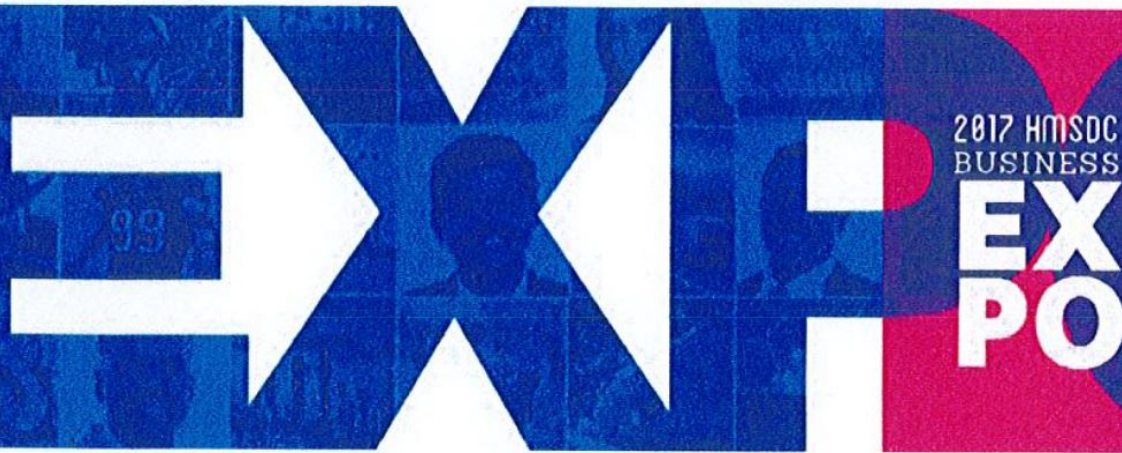
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# HMSDC 2017 EXPO Preparation for Corporations & MBEs



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# Agenda

- **Introduction of Participants**
- **Schedule**
- **Questions and Answers**



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# Schedule

## Wednesday, September 6, 2017

Unless otherwise indicated, all events are held at the George R. Brown Convention Center, 1001 Avenida De Las Americas

9:00 AM – 11:30 PM	MBE Boot Camp
9:00 AM – 4:00 PM	Coaching Corner
Noon – 1:00 PM	Power Hour Luncheon
1:15 PM – 5:00 PM	HMSDC and US Dept of Energy – Energy Summit
1:30 PM – 2:35 PM	Oil and Gas Outlook
2:45 PM – 3:55 PM	Electricity/Utilities – Pipelines and Infrastructure
4:00 PM - 5:00 PM	Renewable Energy – LNG/Petrochemicals
5:30 PM – 8:30 PM	Best of Class Reception – The Ballroom at Bayou Place 500 Texas Ave, Houston, Texas 77002 Sponsored by MBEs



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# Schedule

## Thursday, October 6, 2016

George R. Brown Convention Center, Exhibit Hall B3, 1001 Avenida De Las Americas

7:15 AM – 8:15 PM

Early Bird Energizer – Sponsors Breakfast

8:30 AM – 11:15 PM

The MarketPlace (EXPO)

9:00 AM – 3:30 PM

One to One Sessions

11:30 AM – 1:30 PM

The Rigel Awards Luncheon

*\*The exhibit hall will be closed for lunch*

1:30 PM – 3:30 PM

The MarketPlace (EXPO) cond't



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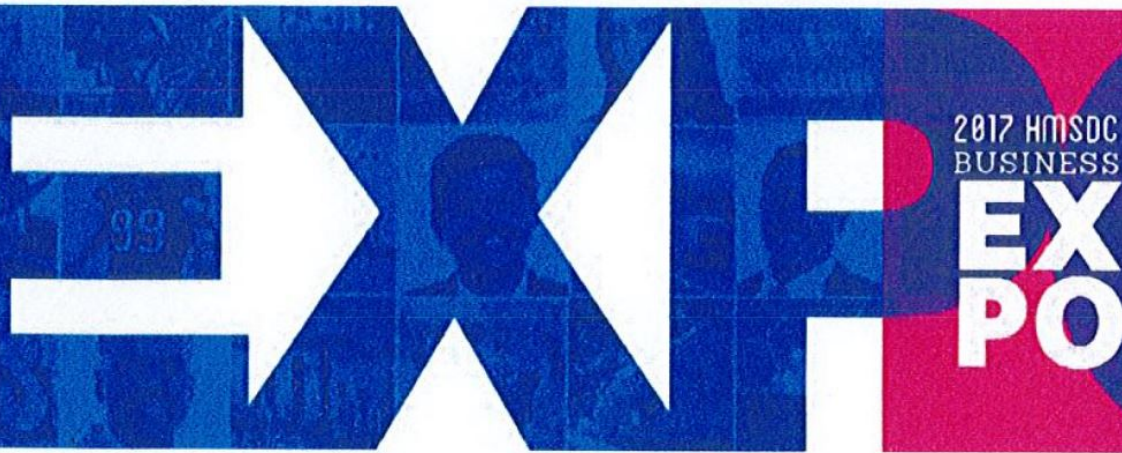
**Why are you here today?**

**Get relaxed**

**Get focused**

**Why are you attending EXPO 2017**

**What is your expectation?**



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Look for the Star! 




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## Setting Expectations

- ✓ Don't expect a Contract – expect a Contact 
- ✓ Come prepared to create new relationships
- ✓ Business is about relationships before it's about cost
- ✓ Supplier Diversity Professionals can make introductions and recommendations; don't control buying of goods and services
- ✓ Personal Observations from Corporations and MBEs
- ✓ Not every EXPO exhibitor or attendee is your client



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## Preparing for EXPO

- Have a plan on who you are going to see ( more to follow)
- Set realistic goals for the conference
  - Do not expect a contract – focus on making a contact
- Research the exhibitors you are interested in meeting







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## Preparing for EXPO

- If possible register your company ahead of time
- Perfect your value proposition 
- Have a one page thorough and error-free capability statement (only if asked) 



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# How to market your Company

- Pace yourself – it will be a long day
- Dress to Impress – its your first impression that counts
- Begin to build a relationship
- Personalize your introduction to each exhibitor based on the information you gathered at the forums the previous day
- Utilize all of the EXPO activities to make connections





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## What to Ask?

- Ask what commodity/service you are CURRENTLY sourcing
- Ask what commodity/service you WILL BE sourcing (6-18 months)
- Ask what commodity/service you are NOT sourcing
  - recently awarded contracts
  - saturated areas of opportunity
  - geographic scope (regional, national, international)
  - areas where prime supplier covers full scope (no opportunity)



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## **Don't Be this MBE**

- During Booth set-up is not the time to start selling, be remembered for the right reasons
- Be aware of your time – Don't be a Supplier HOG
- Don't go shopping for office supplies
- No scratch throughs on business cards
- Don't leave a lot a marketing material behind




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## Review Handouts and Follow up

- Have a plan on who you will see
- Know a little about the opportunity you are seeking
- **Don't leave behind a lot paper – offer to send an email**
- **Time your email to arrive so it's at the top of the inbox** 



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# **Coaching Corner Direct Connect One to One Sessions**

# **Relationship-Building Process**



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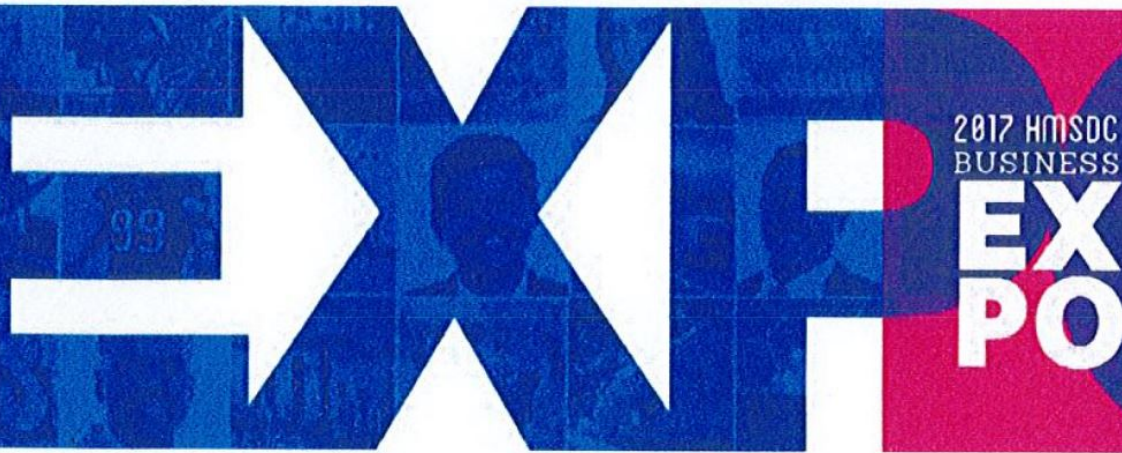
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# Coaching Corner

## EXPO Benefit

### HMSDC-MBE Certified Coaches

- Provide HMSDC – MBE EXPO Participants Or Day 1 Registration Only
- Ten Specialty Areas: Human Resources, Marketing, Technology, Conflict, Leadership, CPAs & Attorney's, Performance Improvement, Business Behavior, Management and Sales



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# What is Direct Connect?

An opportunity for .....

- Minority suppliers to inform the exhibitor they are coming by their booth
- Corporate representatives to prepare for who they will meet at their booth
- Minority suppliers to initiate the relationship between the exhibitor and supplier
- Minority supplier must send capability statement to HMSDC staff to establish the meeting (max of 10)





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# What are One-to-One Sessions?

- You must be registered to be selected
- Pre-arranged 15-minute appointments
- Between minority supplier and corporate representative
- Focus on upcoming procurement needs



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# What are One-to-One Sessions?

An opportunity for .....

- Minority suppliers to relay their value proposition
- Corporate representatives to meet qualified minority suppliers
- Corporate representatives to initiate the relationship between the minority supplier and the purchaser
- Minority suppliers to get specific information about a real opportunity




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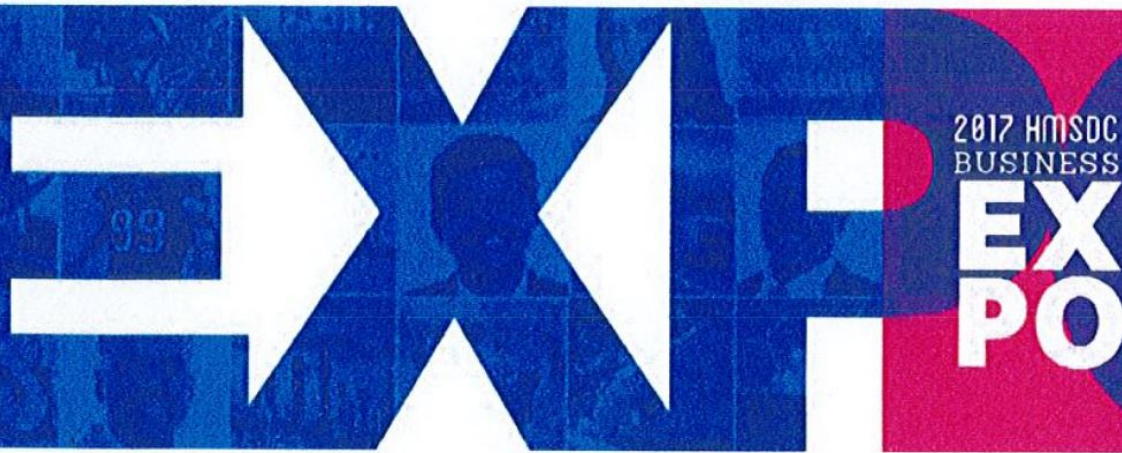
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## Maximizing the Value - Suppliers

- Introduce yourself confidently and explain your value proposition
- Get the contact information of the corporate representative and the purchaser
- Agree to a specific date and time for follow up 
- Get feedback on timing of opportunity and most appropriate method for follow-up (i.e. email, phone calls)



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## One-to-One Resources

### HMSDC Staff

- **For exhibitors** - Provide HMSDC with a list of upcoming contract opportunities for products or services your company is seeking to purchase.
- HMSDC will match your contract requirements with qualified minority suppliers who have registered for EXPO and set up 15 minute appointment times.



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**FOLLOW UP**

**FOLLOW UP**

**FOLLOW UP** 

**FOLLOW UP**

**FOLLOW UP**

**FOLLOW UP**



- Send email to everyone you are interested in opening a dialogue
- Put your name, where you met, and short keyword in Subject Line
- Use large font
- Leave out personal talk, make the email ready for forwarding



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Follow up From Bede Ramcharan of Indatatech - met you at HSMDC EXPO - Re: New Store Opening Opportunity - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

To... [harris.james@heb.com](mailto:harris.james@heb.com)

Cc...

Send

Subject Follow up From Bede Ramcharan of Indatatech - met you at HSMDC EXPO - Re: New Store Opening Opportunity

James

It was very nice to meet you and I appreciate the insights you gave me on the new store opening in the Houston Area.

As you requested, I have attached a one page capabilities statement that show how our services can relate to the new store.

I look forward to hearing from you and thank you very much.

**Bede Ramcharan | Indatatech**

A VA-CVE Verified Service Disabled Veteran Owned Small Business (SDVOSB)

85 NE Loop 410 Suite 405 | San Antonio, Texas 78216

[www.indatatech.com](http://www.indatatech.com)

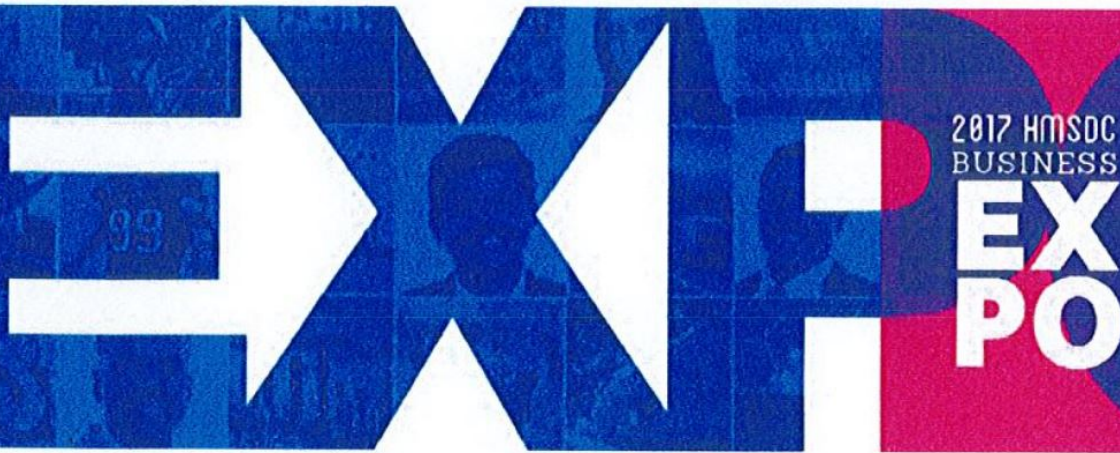
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See more about James Harris.





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# Q & A

