



# SBC Matched Networking: Make The Most Of Being A Host

Ann McLeod, CEM, CAE, Director of Meetings, Membership & Business Operations

Kelly Dawson, CEM, Exhibits & Sponsorship Manager



20  
22

SAME FEDERAL SMALL BUSINESS CONFERENCE

NOVEMBER 2-4 • 2022 • NASHVILLE, TENNESSEE



Audio is broadcast through your computer speakers; when you entered you should have seen a play button...make sure you click connect...and turn up your volume.

Use the “Chat” tab on the control panel to submit a technical issue and engage with others.

Submit a written question at any time via the “Q&A” tab. “Upvote” questions already asked to avoid duplication but indicate you want an answer to that too!

This webinar will be recorded for future viewing.

A PDF of this presentation is available via the “handouts” tab to your right.



2022 • • •

**SAME FEDERAL  
SMALL BUSINESS  
CONFERENCE**

NOVEMBER 2-4 • 2022  
NASHVILLE, TENNESSEE



# Ann McLeod, Director of Meetings, Membership & Business Operations SAME National Office



- Was in the live studio audience for The Tonight Show with Jimmy Fallon this summer...I even got on TV!
- Peloton obsessed...follow me on the leaderboard #ANNwithNoE
- Favorite Country Music Song Lyric: “An ice-cold, long-neck beer never broke my heart”

[SAMESBC.ORG](https://SAMESBC.ORG)



[@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)



[@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL)

| [#SAMESBC22](https://twitter.com/SAME_NATIONAL)



[“SOCIETY OF AMERICAN MILITARY ENGINEERS”](https://www.linkedin.com/company/society-of-american-military-engineers)

# Kelly Dawson, Exhibits & Sponsorship Manager, SAME National Office

2022 • • • •

**SAME FEDERAL  
SMALL BUSINESS  
CONFERENCE**

NOVEMBER 2-4 • 2022  
NASHVILLE, TENNESSEE



- I love College Football! Boomer Sooner!
- Earned my Certification in Exhibition Management in June 2022
- Took a bucket list trip to Alaska this summer. Caught a 16 lb. Alaskan Silver Salmon

[SAMESBC.ORG](https://SAMESBC.ORG)



[@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)



[@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL)

| [#SAMESBC22](https://twitter.com/SAME_NATIONAL)



["SOCIETY OF AMERICAN MILITARY ENGINEERS"](https://www.linkedin.com/company/society-of-american-military-engineers)

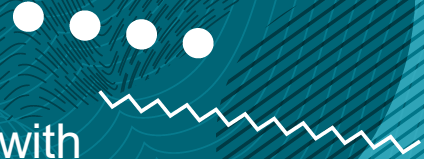


**Have you participated as a host in Matched Networking Appointments? Check all that apply:**

- A. Yes! I hosted in-person appointments at a past SBC
- B. Yes! But I only hosted virtual appointments at SBC 2021 or SBC 2020
- C. No, this is my first time hosting
- D. No, but I participated as an attendee



# Why Matched Networking?!



This is an opportunity to start and build upon relationships with representatives of companies who can fill your requirements. You, the host, completes a profile identifying characteristics of the partners you need. Attendees complete a similar profile and they are “matched” with you based on the profile items that correspond...making market research easier for everyone!





# An Overview of How it all works:

- ❑ All exhibitors may host Matched Networking Appointments.
  - ❑ Yes, even small business exhibitors!
- ❑ Hosts complete a profile of what they're LOOKING FOR in a business.
- ❑ Attendees are matched with hosts based on their corresponding profile.
- ❑ Attendees see a list of matches and can then request appointments with hosts.
  - ❑ YES attendees can request appointments with hosts with whom they have ZERO matches...
- ❑ Hosts see appointment requests and either accept or decline the meeting.
- ❑ The system does not allow anyone to be double-booked.
- ❑ Once on-site...you meet – appointments are one-on-one and 15 minutes long.

# Important Reminders:

- ❑ Everyone has full ownership of their schedule. Take the time NOW to review everything going on, all your obligations, and set your matched networking availability accordingly.
- ❑ All appointments are on a first-come, first-served basis
- ❑ Hosts should respond (i.e. accept or decline) to all appointment requests within 2 business days of receipt.
- ❑ There is no requirement to accept any appointments.
- ❑ If someone requests an appointment with you and you know there is not a current need for their services – **do not accept the appointment.** Appointments are at a premium. Let the requester know that now's not the right time and offer to meet with them outside of SBC.



# Important Milestones:

- ❑ October 14<sup>th</sup>: Hosts should complete their company profile and schedule
- ❑ October 17<sup>th</sup>: Small Business attendees can start requesting appointments
- ❑ October 24<sup>th</sup>: Medium & Large Business attendees can request appointments
  
- ❑ Prior to Oct 31<sup>st</sup>, all attendees are limited to making 3 appointment requests. This is why it is important to take quick action to respond to appointments...if you decline an appointment, they can make another.
- ❑ On October 31<sup>st</sup> the 3-appointment limit will be lifted, so expect more appointment requests on/after this date.
- ❑ APPOINTMENT REQUESTS CAN BE MADE ON-SITE. Keep checking!

# Set Your Matched Networking Schedule – all times CDT

Wednesday, Nov. 2<sup>nd</sup>  
10:30 AM - 5:00 PM



Thursday, Nov. 3<sup>rd</sup>  
8:00 AM - 3:00 PM



Friday, Nov. 4<sup>th</sup>  
8:00 AM – 1:00 PM



- When setting up your schedule, make sure you block availability for times you cannot meet – remember to block time to attend sessions, have lunch, take breaks
- Appointments take place in the Davidson Ballroom...build in “travel time”

# Host Profile

- NOT your Company's/Agency's profile...it's attributes you are looking for in a company
  - Business Type
  - Small Business Designations
  - NAICS codes
  - States in which work is performed
  - States in which company has a bona fide office
  - Average revenue over the past 3 years

# Attendee Profile

- Attendee completes a profile when registering
- When receiving an appointment request, you can view the attendee's profile
- Review the attributes of the company before taking action on the appointment
- YES, someone who has none of the qualities you need CAN make an appointment

# Manage Requests & Appointments

- ❑ Your Matched Networking point of contact will receive an e-mail when an attendee has requested an appointment with your organization.
  - ❑ To be added as a Matched Networking POC, please email [Exhibit@same.org](mailto:Exhibit@same.org) to be added to your company's account.
- ❑ PLEASE either accept or decline appointment requests within 2 business days of the request.
  - ❑ When declining an appointment, provide a reason for the decline. There is a notes field for an explanation such as: "Thank you for your request. At this time, we're not contracting for the services you provide so we're declining your appointment request. We'd love to meet with you outside of SBC."
  - ❑ When approving an appointment, tell the organization what they should bring, if anything, such as their capabilities statement, SAME UEI #, the SBC "Supplemental Information Form", etc. This will lead to a more fruitful visit. ***Provide your email address so they can send materials to you! They DO NOT have your email address otherwise.***
- ❑ There is no deadline for attendees to request appointments for time slots that are open, so it is important to check your schedule and appointment requests throughout the conference.
- ❑ Honor all approved appointments in your schedule. If you are unable to make an appointment due to a schedule conflict, message the other party and ask to reschedule.



2022

SAME FEDERAL SMALL BUSINESS CONFERENCE  
NOVEMBER 2-4 • 2022 • NASHVILLE, TENNESSEE

[SAMESBC.ORG](https://www.samesbc.org)

[@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)

[@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL)

[#SAMESBC22](https://www.instagram.com/SAMESBC22)

["SOCIETY OF AMERICAN MILITARY ENGINEERS"](https://www.linkedin.com/company/SOCIETY-OF-AMERICAN-MILITARY-ENGINEERS)



# Host Profile Set-up and Schedule Availability ...via the on-line Exhibitor Service Center (ESC)

- ☐ ESC-Host Matched Networking Set-Up
  - ☐ Profile set-up
  - ☐ Set your availability!
  
- ☐ Managing Appointments
  - ☐ View the attendee profile
  - ☐ Send a message to an appointment request
  - ☐ Assign company attendees to specific appointments
  - ☐ Accepting and declining requests

**Let's do a demo now!**



2022

**SAME FEDERAL SMALL BUSINESS CONFERENCE**  
NOVEMBER 2-4 • 2022 • NASHVILLE, TENNESSEE

[SAMESBC.ORG](https://SAMESBC.ORG)

[@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)

[@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL)

[#SAMESBC22](https://www.instagram.com/SAMESBC22)



["SOCIETY OF AMERICAN MILITARY ENGINEERS"](https://www.linkedin.com/company/SOCIETY-OF-AMERICAN-MILITARY-ENGINEERS)



# Day of Appointments

- ☐ All appointments are in-person
- ☐ Hosts have an assigned table at which to take the appointments.
- ☐ Each appointment is 15 minutes long
- ☐ There is a 5 min break in between appointments
- ☐ It's up to the host and attendee to watch the clock! Please respect everyone's schedules and arrive at the appointment on time and be aware of the length of each meeting. If someone arrives to the meeting late...the length of the appointment should be truncated accordingly.
- ☐ Honor all appointments on your schedule.
- ☐ Remember that SAME is not responsible for ensuring your schedule is accurate; accepting, declining, or canceling appointments; checking your appointment schedule, or reminding you of appointments.

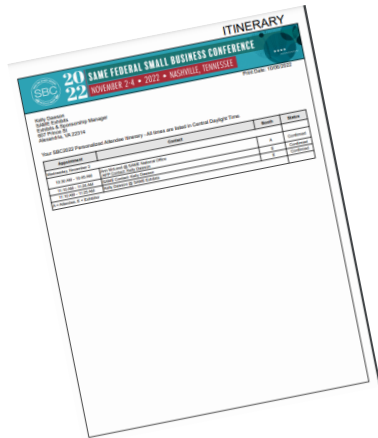


# What to Bring with You!

- ❑ It's essential to bring printed materials for the SBs to walk away with – here's a list of suggested items that are invaluable to SBs:
  - ❑ An organizational chart – some organizations are very big, so it's key for the SBs to know the right person to get in touch with.
  - ❑ A list of procurement or teaming opportunities and whom to contact for each.
  - ❑ Knowledge of your own process, and how that may differ between departments/divisions within your organization.
  - ❑ Your spending or procurement history.
  - ❑ An understanding of the timing of when major contracts are met.
  - ❑ A listing of key point people in your organization – you don't have to share it with those you're meeting, but if you don't have an answer on a specific question, it's more helpful for the SB if you can refer them to a specific individual right there and then, rather than stating you'll find out and get back to them later.

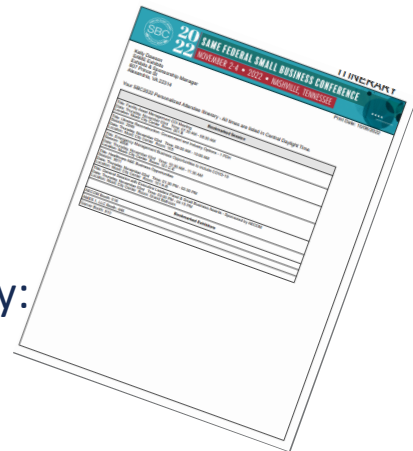
# What to Bring with you... Continued

- ❑ Don't forget to print out your itinerary!
  - ❑ Your itinerary can be found in both the Exhibitor and Attendee Service Center accounts
  - ❑ Your itinerary not only lists the appointments you have, but can be used to bookmark sessions and other exhibitors you'd like to visit



Matched Networking PDF itinerary is sponsored by:

**amentum**<sup>®</sup>



# Making Your Meetings a Success

Remember, Matched Networking is an opportunity to start and build upon relationships. These appointments will be most beneficial to everyone when that's the approach! Keep in mind:

- ❑ These ARE one-on-one meetings between your organization and one business.
- ❑ Give the businesses tips on how to best work with your organization, get their foot in the door, how you evaluate businesses, etc.
- ❑ Talk about specific upcoming opportunities coming down the pipeline for SBs to work with your organization.
- ❑ Remember this is a dialogue and stepping-stone – follow up after your meetings!

**THANK YOU again for making yourself available!!**

# Other Preparation Tools/Opportunities

- How-To Guides
- Attendee e-newsletters
- Exhibitor e-newsletters
- Attendee Orientation Webinar: Strategic Preparation for SBC
  - Thursday, October 13, 3 p.m. EDT
- Attendee Orientation Webinar: Logistical Overview of SBC
  - Monday, October 24, 3 p.m. EDT
- 1<sup>st</sup> Time Attendee/New Member Orientation
  - Tuesday, November 1 (at SBC), 3:30 – 5:00 p.m.
  - RSVP required – if applicable, add to your registration if you haven't!



## SBC Webinar Matched Networking Hosts: Make The Most Of Being A Host

# Q&A

SAME is here for you! We want the Matched Networking to be a success for both you and the attendees participating. If you have any questions or need a bit of extra help, contact us via email

Contact: [Exhibit@same.org](mailto:Exhibit@same.org) or call Kelly  
Dawson at

703-549-3800 Ext 111



# 2022 SAME FEDERAL SMALL BUSINESS CONFERENCE

NOVEMBER 2-4 • 2022 • NASHVILLE, TENNESSEE

[WWW.SAMESBC.ORG](http://WWW.SAMESBC.ORG)