

Maximizing Your SBC Experience as a Party of One

Live Fireside Chat

A practical guide to planning, navigating, networking, and following up with purpose, even when you attend on your own.

Designed for solo attendees. Valuable for everyone.

September 24, 2026 | 1:00 p.m.

About this Webinar

Recording

The webinar is being recorded and will be available within **24 hours**

Download the Presentation

Download the PPT under the **Handouts** tab

Q&A

Ask questions at any time under the **Q&A** tab

Chat

Engage with other participants using the **Chat** tab

PDH Credits

PDH credits are **not available** for this webinar.



Meet the Panel



Stacey Duwe
Win Catalyst Co.



Nikki Daily
Director of Operations
M1A1 Construction Services



Susan Thames, F. SAME
Director | Federal
Market Lead
Miller-Remick



Shane Payne
Director of Business
Development
Cavalry Consulting

Your Party-of-One Conference Journey



You cannot do everything. The goal is to make intentional choices that support your priorities.



**FUELING FEDERAL
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PRE-CONFERENCE STRATEGY

Success Starts Before You Arrive

Define success

- Business development
- Agency engagement
- Teaming relationships
- Learning and visibility

Do the research

- Attendees + exhibitors
- Target agencies
- Potential partners
- Conference events

Build the plan

- Prioritized goals
- Target company list
- Meetings scheduled
- Calendar blocks

Set expectations

- Relationships first
- Long-term value
- Realistic outcomes
- A clear definition of ROI



CHOOSE WHAT EARNS YOUR TIME

Build Your Personal Game Plan

YOUR PRIORITIES

Learning • Agency insight • Partners • Opportunities • Visibility

Sessions

- Select strategically
- Balance learning + networking
- Know your “must attend” topics

Agencies

- Align to your market
- Understand priorities
- Identify acquisition signals

Companies

- Partners + primes
- Existing relationships
- Subcontracting potential

Daily rhythm

- Map each day
- Leave white space
- Re-plan as needed



SUSTAIN YOUR ENERGY ALL DAY

Conference Survival Tips

DRESS	Professional, comfortable, layered	Shoes matter more than almost anything.
CARRY	Travel light and stay powered	Cards, notebook, charger, water.
ENERGY	Hydrate, eat, and take breaks	Protect your capacity for key conversations.
LOGISTICS	Reduce friction before arrival	Transportation, hotel, registration, weather.

Comfort is a performance strategy, not an afterthought.



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PROTECT THE MOMENTS THAT MATTER

Managing Your Time

PLAN



FLEX



FOCUS

Balance the options

- Education sessions
- Exhibit hall
- Receptions + hosted events

Leave room

- Unexpected introductions
- Schedule changes
- Time to regroup

Maximize ROI

- High-value activities
- Priority interactions
- Intentional choices



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EVEN WHEN YOU ARE ATTENDING ALONE

Networking Like a Pro



START

Introduce yourself
Join the conversation



LISTEN

Ask thoughtful
questions
Learn before you sell



CONNECT

Create one meaningful
next step
Capture a useful note



EXIT

Close graciously
Make room for others

Solo-attendee advantage: you are free to meet new people instead of staying inside a familiar group.



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MAKE THE CONVERSATION USEFUL TO BOTH SIDES

Engaging Government and Industry

GOVERNMENT

Lead with curiosity

- Ask about priorities and challenges
- Conduct meaningful market research
- Respect acquisition boundaries
- Follow up with relevant information

INDUSTRY

Lead with relevance

- Position your value clearly
- Look for complementary capabilities
- Explore fit before asking for work
- Build the relationship for the long term



BE MEMORABLE WITHOUT BEING SALESY

Marketing Yourself and Your Company

MESSAGE

A clear, audience-relevant introduction

MATERIALS

Cards, digital links, and selective collateral

PRESENCE

A polished profile and professional follow-through

VALUE

Evidence that shows why the conversation matters

Bring only what supports a useful next step.



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WHAT EXPERIENCED ATTENDEES WOULD DO DIFFERENTLY

Common Mistakes First-Timers Make

NO STRATEGY

Arriving without goals or research

TOO MUCH

Overloading every hour of the schedule

TOO SALESY

Talking before understanding the other person

NO NOTES

Forgetting context and promised next steps

INSTANT ROI

Expecting immediate work from one conversation

NO FOLLOW-UP

Letting valuable introductions go cold



THE CONFERENCE IS NOT OVER WHEN YOU GET HOME

Turning Contacts Into Relationships



Best practice: add notes and commitments while the conversation is still fresh, then follow up promptly with a specific reason to continue.



ONE TAKEAWAY TO CARRY INTO SBC

Final Advice From Each Panelist

“If you could give a first-time or solo attendee one piece of advice before walking into SBC, what would it be?”

START

One thing attendees should begin doing

STOP

One thing attendees should avoid

CONTINUE

One habit that produces long-term return





Thanks for Listening!

What would help you feel more prepared to attend SBC on your own?

- Susan Thames
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Upcoming Ready. Set. SBC Series Webinars and Reminders

- Small Team, Big Impact: Booth Best Practices for SAME SBC
October 1, 2026
1:00 p.m. – 2:00 p.m. ET



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Style Guide



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MAIN TEXT COLORS

Light Background

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RGB: 12-11-13
CMYK: 74-69-65-85
PANTONE: Black 6C

Dark Background

(#ffffff)
RGB: 255-255-255
CMYK: 0-0-0-0
PANTONE:

Arial black
(Header Font)
Arial (Body Font)

MAIN COLORS

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CMYK: 74-69-65-85
PANTONE: Black 6C

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CMYK: 0-96-94-0
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CMYK: 24-93-98-18
PANTONE: 7627 C

SECONDARY COLORS

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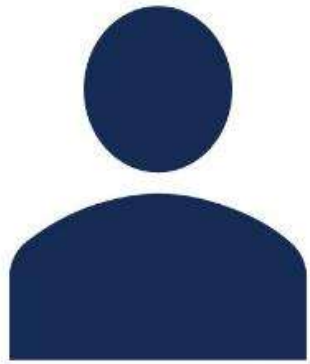
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Name

Org/Company

Title

Please, insert a headshot and a fun photo or 2 to the left and complete the information below (or add your own fun categories). Delete this box when done.

Get to Know Me

GREW UP IN:

• Answer

**CURRENTLY
BINGE- WATCHING
or READING:**

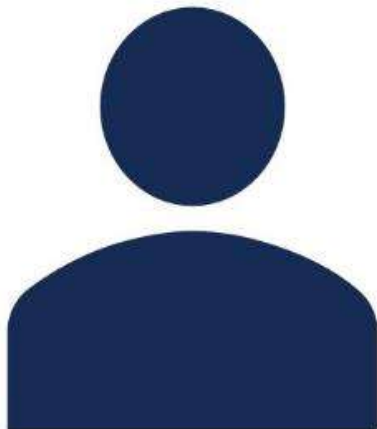
• Answer

**PROUDEST
ACCOMPLISHMENT:**

• Answer

BIGGEST FEAR:

• Answer



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Type Poll Question Here

Enter no more than 5 Answer Choices here:

- a) Answer 1
- b) Answer 2
- c) Answer 3
- d) Answer 4
- e) Answer 5



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