



Southwest Michigan PTAC 2021 Class Schedule

This training is available to businesses in Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren counties of Southwest Michigan. For classes in other locations: www.aptac-us.org.

Until further notice, all classes are held virtually online.

Classes are provided free to our clients due to our government funding.

Government Contracting: Orientation

Is your company considering government contracting? Learn how to sell your products and services to the federal, state, and local government. This free seminar will give you the direction you need.

Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	January 21, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	April 6, 2021	2:00 – 4:00 p.m.
Online Webinar (Register)	July 21, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	October 7, 2021	2:00 – 4:00 p.m.

Marketing & Research: Mining for Opportunities

Learn how to market your business to government agencies and prime contractors. Research the agencies and prime contractors that buy what you sell. Research your competitors' sales and customers.

Pre-requisites: Orientation Class and a current client of PTAC. Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	February 4, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	May 4, 2021	2:00 – 4:00 p.m.
Online Webinar (Register)	August 4, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	October 21, 2021	2:00 – 4:00 p.m.

One-Time Govology Training (classes are 2-hours)

Govology is a collaborative community raising the competency level of small business to excel in government contracting. These are pre-recorded sessions that we will watch together. Topics are subject to change.

Online pre-registration is required.

Topic	Location	Date/Time
How to Set Up & Update Your SAM.gov Profile Properly	Online Webinar (Register)	March 4 @ 10:00 a.m..
How to Engage & Position During Government Prospect Meetings	Online Webinar (Register)	June 1 @ 2:00 p.m.

Website: <http://bit.ly/swmptac>



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Online pre-registration is required.

Topic	Location	Date/Time
To Be Determined – Contact us with topic suggestions	Online Webinar (Register)	September 1 @ 10:00 a.m.
To Be Determined – Contact us with topic suggestions	Online Webinar (Register)	December 2 @ 2:00 p.m.

Coffee & Contracting (sessions are ½ hour)



A bi-monthly opportunity to network online with government buyers, prime contractors, and government contracting resources.

Online pre-registration is required.

Topic	Location	Date/Time
Selfridge Air National Guard Base	Virtual Gathering (Flyer & Register)	January 13 @ 9:00 a.m.
Kellogg Supplier Engagement & Development	Virtual Gathering (Flyer & Register)	January 27 @ 9:00 a.m.
City of Battle Creek	Virtual Gathering (Flyer & Register)	February 10 @ 9:00 a.m.
SBA (Small Business Administration)	Virtual Gathering (Flyer & Register)	March 10 @ 9:00 a.m.

Capability Statement Preparation

When you're ready to sell your products/services to the government, create a capability statement to share when meeting (in person or virtual) buyers for prime and subcontracting opportunities.

Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	February 16, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	May 18, 2021	2:00 – 4:00 p.m.
Online Webinar (Register)	August 18, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	November 18, 2021	2:00 – 4:00 p.m.

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