



SBTW18
SMALL BUSINESS TRAINING WEEK

**Connect. Collaborate.
Innovate.**

SBTW18 AGENDA | NEW ORLEANS

MONDAY, APRIL 23

7 am - 5 pm	Registration/Help Desk 5th Floor
8 am - 4:30 pm	DoD Southeast Regional Council (SERC) Workshop Grand Ballroom D (5th Floor)
1 pm - 5 pm	Air Force Breakout Nottaway (4th Floor)
1 pm - 5 pm	Army Breakout Grand Ballroom E (5th Floor)
1 pm - 5 pm	DCMA Breakout Grand Chenier (5th Floor)
1 pm - 5 pm	Navy Breakout Oak Alley (4th Floor)
1 pm - 5 pm	SBA Breakout Grand Couteau (5th Floor)

TUESDAY, APRIL 24

7 am - 5 pm	Registration/Help Desk 5th Floor
8 am - 8:10 am	Welcome Grand Ballroom ABC (5th Floor)
8:10 am - 9:30 am	DoD Leadership Update and Small Business Directors' Town Hall Grand Ballroom ABC (5th Floor)
9:30 am - 10:15 am	SBA Leadership Update Grand Ballroom ABC (5th Floor)
10:15 am - 10:45 am	Break Grand Foyer
10:45 am - 11:30 am	Mythbusters: Addressing Misconceptions and Improving Communication with Industry Grand Ballroom ABC (5th Floor)
11:30 am - 12:45 pm	Networking Lunch Grand Ballroom ABC (5th Floor)
12:45 pm - 2 pm	Category Management Grand Ballroom ABC (5th Floor)
2 pm - 3 pm	DoD Contracting Update Grand Ballroom ABC (5th Floor)
3 pm - 3:30 p.m.	Networking Break Grand Foyer
3:30 pm - 4:30 pm	SBA Legislative and Regulatory Update Grand Ballroom ABC (5th Floor)
4:30 pm - 6:30 pm	Networking Reception Armstrong/Orpheus Ballroom (8th Floor)

WEDNESDAY, APRIL 25

7 am - 5 pm	Registration/Help Desk 5th Floor
8 am - 9 am	Surveillance Reviews: Strategies for Success Grand Ballroom ABC (5th Floor)
9 am - 10 am	HUBZone Program: Best Practices Grand Ballroom ABC (5th Floor)
10 am - 10:30 am	Break Grand Foyer
10:30 am - 11:30 am	GAO Protest Case Studies Grand Ballroom E (5th Floor)
10:30 am - 11:30 am	WOSB Program: Best Practices Grand Chenier (5th Floor)
10:30 am - 11:30 am	Leveraging Soft Skills to Influence Procurement Strategies Grand Couteau (5th Floor)
10:30 am - 11:30 am	How to Organize and Implement Virtual Industry Days Grand Ballroom D (5th Floor)
10:30 am - 11:30 am	How to Tell and Sell Small Business Success Stories Orpheus (8th Floor)
10:30 am - 11:30 am	8(a) Program: Innovative Strategies Nottaway (4th Floor)
11:30 am - 1 pm	Vanguard Awards Ceremony (lunch) Grand Ballroom ABC (5th Floor)
1 pm - 2 pm	Evaluating Subcontracting Performance in CPARS Grand Chenier (5th Floor)
1 pm - 2 pm	Understanding Joint Ventures Oak Alley (4th Floor)
1 pm - 2 pm	Insights from Industry Grand Couteau (5th Floor)
1 pm - 2 pm	Leveraging the Market Research Center of Excellence (MRCoE) Tool Grand Ballroom D (5th Floor)

WEDNESDAY, APRIL 25 (cont.)

- 1 pm - 2 pm [How to Develop Your Small Business Professional Brand](#) | Grand Ballroom E (5th Floor)
- 1 pm - 2 pm [DoD and SBA Mentor-Protégé Programs: Best Practices](#) | Nottoway (4th Floor)
- 1 pm - 2 pm [How To Do Small Business Set-asides on GSA Schedules](#) | Orpheus (8th Floor)
- 2:05 pm - 3 pm Building Effective Partnerships Between Contracting Officers and Small Business Professionals | Grand Ballroom ABC (5th Floor)
- 3 pm - 3:30 pm Networking Break | Grand Foyer
- 3:30 pm - 4:30 pm [Acquisition Planning: Getting Involved Early](#) | Grand Couteau (5th Floor)
- 3:30 pm - 4:30 pm [How to Develop Data-Driven Outreach Strategies](#) | Grand Chenier (5th Floor)
- 3:30 pm - 4:30 pm [PTACs: What Contracting Officers Need to Know](#) | Grand Ballroom E (5th Floor)
- 3:30 pm - 4:30 pm [Subcontracting Hot Topics](#) | Grand Ballroom D (5th Floor)
- 3:30 pm - 4:30 pm [Using Data to Tell Stories](#) | Nottoway (4th Floor)
- 3:30 pm - 4:30 pm [Elements of a Successful Small Business Brief](#) | Orpheus (8th Floor)
- 3:30 pm - 4:30 pm [Leveraging the Dynamic Small Business Search \(DSBS\) Tool](#) | Oak Alley (4th Floor)
- 4:30 pm - 6 pm DoD Regional Council Board meeting | Rex (8th Floor)

THURSDAY, APRIL 26

- 7 am - 1 pm Registration/Help Desk | 5th Floor
- 8 am - 9 am Cybersecurity Update | Grand Ballroom ABC (5th Floor)
- 9:05 am - 10 am [Market Research: A Strategy for Success](#) | Grand Ballroom D (5th Floor)
- 9:05 am - 10 am [Insights from Program Managers](#) | Grand Couteau (5th Floor)
- 9:05 am - 10 am [How To Be A Valuable Small Business Professional](#) | Grand Ballroom E (5th Floor)
- 9:05 am - 10 am [Soft Skills that Build a Brand of Excellence for the Small Business Workforce](#) | Nottoway (4th Floor)
- 9:05 am - 10 am [SBIR Success Stories](#) | Orpheus (8th Floor)
- 9:05 am - 10 am [A Primer on Law and Policy for Small Business: Roadmap of the Congressional Process and Executive Agency Rulemaking](#) | Grand Chenier (5th Floor)
- 9:05 am - 10 am [New Subcontracting Tools](#) | Oak Alley (4th Floor)
- 10 am - 10:30 am Break | Grand Foyer
- 10:30 am - 11:45 am Workforce Initiatives Update | Grand Ballroom ABC (5th Floor)
- 11:45 am - 1 pm Keynote Lunch | Grand Ballroom ABC (5th Floor)
- 1 pm - 1:10 pm SBTW18 Wrap-up | Grand Ballroom ABC (5th Floor)
- 1:15 pm - 5 pm [Air Force Breakout](#) | Grand Ballroom E (5th Floor)
- 1:15 pm - 5 pm [Navy Breakout](#) | Grand Ballroom D (5th Floor)
- 1:15 pm - 4 pm [ODA Breakout](#) | Grand Chenier E (5th Floor)
- 1:15 pm - 5 pm [SBA Breakout](#) | Grand Couteau (5th Floor)
- 1:30 pm - 5:30 pm [Army Breakout](#) | Oak Alley (4th Floor)

FRIDAY, APRIL 27

- 8 am - 12 pm Small Business Directors meeting (invitation only) | Grand Couteau (5th Floor)