

Call for Presentations

APTAC Spring 2012 Training Conference

Conference Theme: ***The “Responsibility” Requirement: Advising Clients How To Be Responsible***

The Association of Procurement Technical Assistance Centers (APTAC) is holding its Spring Training Conference in Seattle, WA from Sunday, March 18 through Thursday, March 22, 2012. Conference headquarters is the Marriott Renaissance.

At the core of every government contracting decision is the determination that the designated awardee is a *responsible entity*. Thus, the focus of APTAC’s Spring Training Conference is on techniques and resources that will assist PTAC counselors guide their clients to a heightened understanding of responsibility standards, the responsibility determination process, and how to meet the requirements.

APTAC is now accepting **presentation proposals** from engaging and experienced experts in each of the following topical areas:

- The Concept of “Responsibility”
- Terms and Conditions (governing the specific contractual relationship)
- Fair and Reasonable Pricing
- How a Business Can Make Itself “Attractive” to a Government Buyer
- Locating and Connecting with the Right Agency
- Identifying Networking Opportunities for Clients
- Target Marketing – Can It Still Be Done?
- Using Media/Telemarketing and Other Forms of Marketing Effectively
- Conferences and Expos – How PTAC Clients Can Make Effective Use of These Opportunities
- ***Open submittal – related topics***

(Note that there is a single optional workshop scheduled on Sunday, March 18th from 1 until 5 p.m. We also are looking for an engaging presentation in that time slot on a topic that is complimentary to the conference’s overall theme.)

Presentations’ length: 1.5 hours, including time for questions and answers. Selected presentations will be offered twice, typically back to back, to allow conferees to attend all sessions.

Audience: The members of APTAC are an elite corps of individuals who provide training, counseling and technical assistance to businesses interested in selling products/services to the public sector. APTAC members work with businesses to identify opportunities, provide training on a broad array of topics related to government procurement, as well as providing technical assistance related to government programs and acquisition. The goal of this conference is to provide APTAC members practical tools, techniques and resources that can be directly used to guide businesses in understanding how to meet the government sector’s responsibility standards and thereby become more successful in the government marketplace. Attendance at the Spring Training Conference is estimated at 250-300.

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If you are interested in speaking/presenting at APTAC's Spring Training Conference, please provide the following information **not later than Tuesday, January 31, 2012:**

- Session Topic you would like to present (limited to the specified topical areas).
- Proposed Session Description (200 words or less).
- Brief Statement about how you will make your proposed topic relevant to the APTAC audience, including FAR references where applicable.
- Brief resume highlighting experience and background related to the topic.
- Name, Title, and Organization, e-mail address.

Your information should be addressed jointly to the following persons:

APTAC Fall Training Conference Co-Chairs:

- Debbie Barber - debbie.barber@tennessee.edu
- Christopher Shoemaker - shoemakercl@missouri.edu
- Joe Beaulieu – joe.beaulieu@innovate.gatech.edu

APTAC Vice President for Education:

- Chuck Schadl – chuck.schadl@innovate.gatech.edu

APTAC Spring Training Conference Management:

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