

CRACKING THE CODE:

Succeeding at Matchmaking Events
with Effective Strategies

Agenda

What To Expect

How to Prepare

Refining Your Content

Key Takeaways

Questions

Meet Your Facilitator

Meg O'Hara

govmates' Director of Engagement

Training, Education, Accelerator
Facilitation, Marketing



What is govmates™?

....

Enterprise Level Solution

govmates provides an enterprise level solution to support the technology scouting needs of the federal government.



Cloud Based Teaming Platform

govmates' cloud-based teaming partner platform takes a formulaic and methodical approach to matchmaking in the federal community.



Purpose-Driven Matches

Our algorithms incorporate relevance scoring to provide intentional, purpose-driven matches.



Matches To Date

40,808



Introductions To Date

11,411

Matchmaking – What to Expect

- **Our Process**
- **Why You Were Matched**
- **Stick Around for Opportunities**

Day Of:

- Check-in Early
- 12-15 minutes moves quickly
- Room Fills/Room Clears for each session



How to Prepare

Research Your Meetings

Visit the website for the companies with whom you will meet

Have Contact Information Ready

Handout, Business Card, or Capabilities Statement

Ditch the Pitch

Identify the important parts of how you provide solutions to customers

- Save your launch background for your next meeting



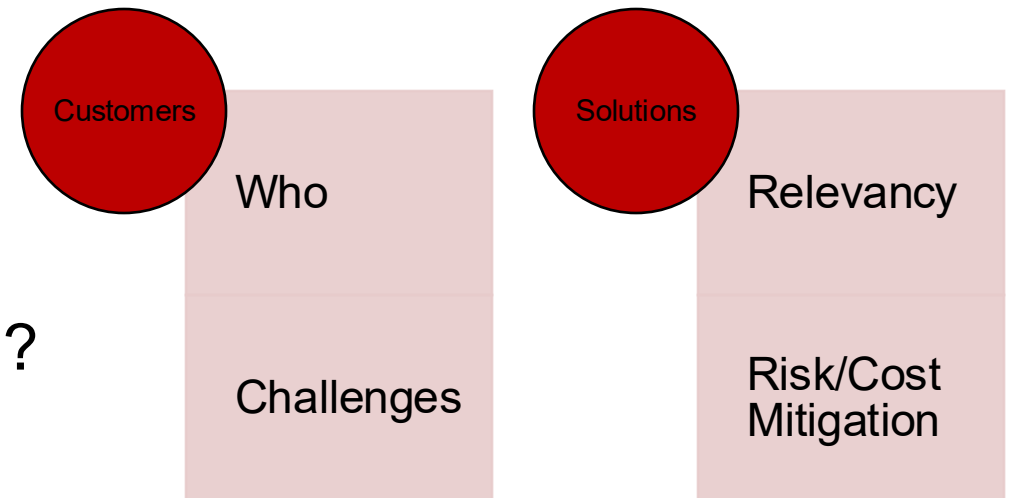
Refine Your Content

Know Your Customer

- What challenge are they trying to solve?
- Who have they worked with/What have they tried before?

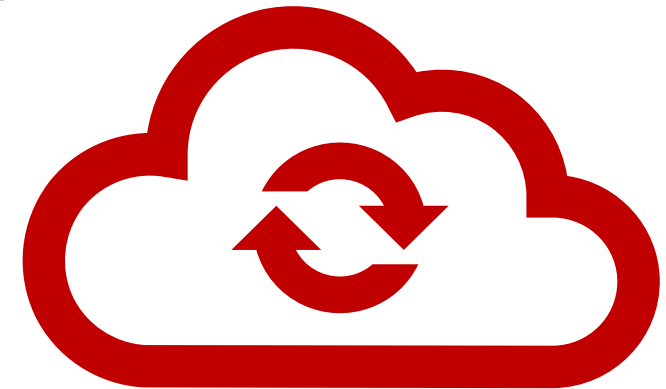
Promote Your Solution

- Relevancy
- What is your hook?
- How does it reduce cost/risk for them?



Key Takeaways

- This is the equivalent of a coffee date – use your time wisely
- Don't leave without sharing your contact information
 - Put a note on your card about your discussion
- Stick around for no-shows or other meeting opportunities
- Follow up, post-event



Questions?

Don't forget to connect with the govmates team on LinkedIn!

Meg O'Hara, Director of Engagement

Stephanie Alexander, Co-Founder

Katie Bilek, Co-Founder

Post-Webinar Questions:

matchmaker@govmates.com