

**March 24. 9am-3pm  
Best Western Premiere**

**Government Contractors**

**Rockville Program - Agenda for the day**

**Morning:**

- **9 - 9:45 a.m. Workshop: analyzing financial metrics**
- **10 - 11 a.m. Roundtable:**
  - marketing for commercial clients; or
  - cost-cutting during transition periods

**Midday:**

- **12 - 12:45 p.m. Panel Discussion:**  
**government contractors and commercial business experts**
  - "How to Identify New Revenue Streams in Commercial Markets."
  - "Tips for Adjusting Pricing Strategies for Commercial Clients."

**Afternoon:**

- **2 - 2:45 p.m. Panel**
  - "Breaking into New Industries: Commercial Marketing and Networking Strategies."
  - "How to Build Long-Term Relationships in Commercial Markets."

or

- **2 - 2:45 p.m. Workshop: "Creating a Commercial Market Outreach Plan."**

**3 p.m. Closeout:**

- Create a "**Top 5 Action Steps for Transitioning to Commercial Work**" handout.
- End with an open Q&A or a motivational send-off.