

The "how to" company for selling  
technology to government

# ICG Government

## Market Map Program

*The best single day of  
your business year.*

Gain valuable insight based on *real* market intelligence.

- Where is the government spending its IT money?
- Which agencies are buying what products and services?
- Who is your best contact at that agency?
- What are the forecasted trends in the market?

The Market Map Program answers these questions and more. Our data comes from INPUT, the leading market research, consulting, and software solutions resource for companies doing business with the government.

Who is ICG Government?  
*And why are we qualified to teach you?*

- **A team of government IT experts.**
  - Don Upson, former Secretary of Technology, Commonwealth of Virginia*
  - John Thomas Flynn, former CIO, state of California and Commonwealth of Massachusetts*
  - Jeannemarie Devolites, Member, Virginia House of Delegates*
  - Paul Brubaker, former Deputy Chief Information Officer, Department of Defense*
- **Advice backed by hard data** and real market intelligence, not just opinions.

- Learn how to find the best opportunities in the government IT market.

- Hear lessons learned and get valuable advice from ex-government officials and industry leaders who know what it takes to win business.

*The "Market Map" Program is the real deal* — a complete immersion in the government IT market — based on real data. You won't be walking into a *typical* celebrity fest — our faculty have been in your shoes and seen success.

**REGISTER TODAY!** Limited attendance ensures quality, don't delay!

***When:*** September 24, 2003 ***Where:*** McLean Hilton, McLean, VA

***Cost:*** \$675 through August 15, \$775 after August 15

To register, go to [www.icggov.com/registration](http://www.icggov.com/registration). Contact us at [icg@icggov.com](mailto:icg@icggov.com) or 703-707-3691

*"Outstanding! Provides the roadmap to successful business growth in the government market. Speakers were TOP notch - recognized, proven leaders."* - Jim Moody, PSS, Inc.

### **THE AGENDA** - *the best single day of your business year*

- 7:30—Continental Breakfast and Registration
- 8:00—Overview and Introduction
- 8:30 —The Government IT Market—Beyond the Rhetoric
- 9:30—A Vehicle to Sell—The Critical Key to Market Access
- 10:15—A Business Plan You Can Bet On
- 11:00— Making Effective Presentations to Government: What Your Customer Doesn't Want to Hear
- 12:00 Noon— Lunch
- 1:15—The Right Business Partners Mean Business
- 2:00— What Makes a Winning Proposal
- 3:00—Effective Marketing Within Your Budget
- 3:45—Why State Government is Important to Your Business: The Strategy
- 4:45—Wrap Up & Questions
- 5:00—7:00 PM—"Ask the Customer" Reception

#### **ICG Government**

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***Our Faculty*** — You'll hear real lessons learned from some of the best in the industry. And, you'll get valuable advice from the other side of the table—from ex-government officials constantly solicited during their tenure.

- **Austin Yerks, Sr.** VP, Computer Sciences Corporation
- **Don Upson**, former Secretary of Technology, Commonwealth of Virginia
- **Tom Hewitt**, CEO, Global Governments; founder and former CEO, Federal Sources, Inc.
- **Paul Brubaker**, former Deputy CIO, Department of Defense
- **John Thomas Flynn**, former CIO, State of California and Commonwealth of Massachusetts
- **Bill Gormley**, former Deputy Commissioner, Federal Supply Service; current President, Washington Management Group