

Insight 2011 - Business Development Session Catalog							
Track	Topic Code	Title	Abstract	Session Timeslot	Room Name	Primary Speaker	Credit Type
Business Development	BD-100	The Federal Procurement Process Revealed	The Federal Government procurement process presents a steep learning curve for individuals and companies new to the market. This session provides the essentials that will help you get a faster start to pursuing opportunities and growing your business.	May 17 2011 3:15PM - 4:15PM	Lincoln C	Haney, Brian	NASBA, SMPS
Business Development	BD-101	Best Practices for Teaming in the Federal Contracting Market	Teaming is a good opportunity for small businesses to increase their experience base as well as to work with larger, more established companies. Let INPUT and govWin experts share with you the best practices of teaming. We will discuss the importance of teaming, how prime contractors make teaming decisions, and what prime contractors look for in partners and where.	May 17 2011 11:00AM - 12:00PM	Lincoln E	Haney, Brian	NASBA, SMPS
Business Development	BD-101	Best Practices for Teaming in the Federal Contracting Market	Teaming is a good opportunity for small businesses to increase their experience base as well as to work with larger, more established companies. Let INPUT and govWin experts share with you the best practices of teaming. We will discuss the importance of teaming, how prime contractors make teaming decisions, and what prime contractors look for in partners and where.	May 19 2011 11:00AM - 12:00PM	Lincoln E	Haney, Brian	NASBA, SMPS
Business Development	BD-102	The Ins and Outs of the Federal Budget Process	Join this session and let INPUT share the ins and outs of the federal budget process to help you shape your business strategy to lead you to success. INPUT will breakdown the process and examine the budgetary, policy and political priorities shaping upcoming budgets. The power of information, software, and the community of government contractors that leverage the Deltek GovWin and INPUT networks enables Deltek to provide a unique, innovative set of capabilities to accelerate the growth and business performance of government contractors. Join us in this session where Deltek will present the roadmap for products that will leverage this new set of capabilities.	May 17 2011 2:00PM - 3:00PM	Lincoln E	Plexico, Kevin	NASBA, SMPS
Business Development	BD-103	Product Roadmap for INPUT and GovWin	INPUT helps you navigate the federal IT marketplace by providing you with detailed, independent research and analysis. In this session, learn about the opportunities and challenges facing federal contractors today. INPUT will explain the current state of the market and examine the information technology investments, trends, and drivers that offer insight into areas of growing emphasis and potential growth in the coming fiscal year and beyond.	May 18 2011 9:45AM - 10:45AM	Lincoln D	Plexico, Kevin	
Business Development	BD-104	Government Contracting Outlook	INPUT provides you with comprehensive, online market intelligence information and tools, coupled with personalized research and industry analysis. INPUT helps you find, strategize, bid, and win federal, state, and local government business. Come and learn more about INPUT and how we can help you lead your business to success.	May 17 2011 4:30PM - 5:30PM	Lincoln E	Plexico, Kevin	NASBA, SMPS
Business Development	BD-105	INPUT Solutions Overview - What We Do	As competition for federal contracts is tighter than ever, companies must have keen, early insights to win bids. Ultimately, companies with knowledge of the federal customer, the acquisition strategy, and the competitive landscape have the edge it takes to win. Come and learn the best practices for capture management and ways to build a successful bid campaign.	May 17 2011 3:15PM - 4:15PM	Lincoln D	Bagshaw, Jason	
Business Development	BD-106	Capture Management Best Practices	In this session, we will describe and demonstrate Deltek's business development product offerings, including INPUT, GovWin Contracts and Task Order Management, GovWin Supplier Management, and GovWin/Costpoint CRM. Using these products, business developers, proposal managers, partner relationship managers, and capture managers can find new opportunities, find appropriate teaming partners, and build compelling proposals. These products make it possible to manage opportunity, IDIQ, GWAC, and partner related deliverables. Other benefits include improved turn-around time, win rates, visibility into the sales pipeline, and forecast accuracy, as well as lower risk.	May 18 2011 2:00PM - 3:00PM	Lincoln E	McKinney, Jennifer	NASBA, SMPS
Business Development	BD-107	Overview of Deltek's Business Development Products	With spending on task order based vehicles increasing nearly 20 percent per year - and a shrinking time to respond, with 75.9 percent of task order responses due in 7 days or less - an integrated task order management solution is essential to your success. In this session we will review and demonstrate our complete task order management solution from GovWin and INPUT. We will show how these easy to implement, Software-as-a-Service GWAC and IDIQ management tools are used for secure and cost-effective real-time monitoring, distribution, management, and assessment of task orders. Learn how you can win more business with fewer resources.	May 17 2011 3:15PM - 4:15PM	Lincoln E	Groves, Brian	
Business Development	BD-108	Beat out the Competition: End-to-End Task Order Management With GovWin and INPUT	In this session we will review and demonstrate GovWin Supplier Management. We will show how this quick-to-implement, Software-as-a-Service (SaaS) solution can efficiently and cost effectively manage all your supplier and partner management needs. We will share how you can use a unique, branded supplier and partner portal, the industry-first Supplier Verification System, and secure collaboration areas to identify the best teaming partners for specific pursuits. You will be able to find them in days, not weeks, thus saving hundreds of hours a month.	May 18 2011 2:00PM - 3:00PM	Lincoln D	Chang, Cian	
Business Development	BD-109	Best Practices in Supplier and Partner Management with GovWin	Join this session to learn about GovWin Enterprise Solutions and see a demonstration. Leading government contractors like CGI Federal, American Systems, Serco, and CACI are using these Software-as-a-Service (SaaS) solutions to find real opportunities, secure teaming partners, make fast, informed bid/no bid decisions, streamline task order management, and rapidly turn around winning proposals. Hear how these Enterprise Solutions can help you win more business with fewer resources.	May 18 2011 11:00AM - 12:00PM	Lincoln E	Chang, Cian	NASBA
Business Development	BD-110	GovWin Enterprise Solutions Overview: Win More Business	In this session Serco will share how they are using GovWin Supplier Management to address the challenge of quickly finding the right teaming partners to win more business. They will also discuss efficiency improvements, best practices for maintaining a high-quality database of verified partners, and how to manage that partner network in a cost-effective, time-saving way.	May 18 2011 8:30AM - 9:30AM	Lincoln D	Chang, Cian	
Business Development	BD-111	Lock In Optimal Teaming Partners and Lock Out Your Competition with GovWin Supplier Management		May 19 2011 8:30AM - 9:30AM	Lincoln E	Scott, Darryl	NASBA

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Track	Topic Code	Title	Abstract	Session Timeslot	Room Name	Primary Speaker	Credit Type
Business Development	BD-112	Strategic Teaming with GovWin Contracts and Task Order Management	CGI Federal is using GovWin Contracts and Task Order Management to streamline their task order management processes and to bid on, and win, more business. In this session they will share best practices and describe how they use GovWin to: pick the right contracts and task orders to bid on; make fast bid/no bid decisions; put together winning teams and proposals in limited time frames; and drive future growth.	May 18 2011 3:15PM - 4:15PM	Lincoln D	O'Keefe, Kathy	NASBA
Business Development	BD-113	GovWin/Costpoint CRM Fundamentals	Take the guess work out of your sales strategy with GovWin/Costpoint CRM, the only CRM solution designed to follow the complex business development lifecycle of government contractors. This session will take you through basic process automation from lead identification and pipeline management to contact, customer, and activities management. This session is designed for those who have heard about GovWin/Costpoint CRM, are thinking about GovWin/Costpoint CRM, or are starting their implementation.	May 18 2011 9:45AM - 10:45AM	Lincoln C	Stanley, Jeff	NASBA
Business Development	BD-113	GovWin/Costpoint CRM Fundamentals	Take the guess work out of your sales strategy with GovWin/Costpoint CRM, the only CRM solution designed to follow the complex business development lifecycle of government contractors. This session will take you through basic process automation from lead identification and pipeline management to contact, customer, and activities management. This session is designed for those who have heard about GovWin/Costpoint CRM, are thinking about GovWin/Costpoint CRM, or are starting their implementation.	May 19 2011 11:00AM - 12:00PM	Lincoln C	Stanley, Jeff	NASBA
Business Development	BD-114	GovWin/Costpoint CRM Product Roadmap	GovWin/Costpoint CRM is the only comprehensive business development and capture solution designed specifically for government contractors. Whether you are a longtime user of CRM or if you have never seen the product, join members of the Deltek Product Strategy and Management team as they share the GovWin/Costpoint CRM product roadmap.	May 17 2011 4:30PM - 5:30PM	Lincoln C	Karam, Emile	
Business Development	BD-115	GovWin/Costpoint CRM and Connect for Microsoft Outlook	The Connect for Microsoft Outlook (CMO) module has the ability to profoundly change the complexion of GovWin/Costpoint CRM implementations in a positive way. Because most GovWin/Costpoint CRM users live in Microsoft Outlook, providing access to add and edit CRM-related data directly in Outlook can improve the adoption and buy-in of GovWin/Costpoint CRM. This improved adoption and buy-in can enable companies to better capture organizational knowledge and have a better handle on business development efforts. Join this session and walk away with an understanding of the value proposition Connect for Microsoft Outlook brings to the table. In addition, you will get a glimpse into where Deltek sees the Connect for Microsoft Outlook platform going in the future.	May 18 2011 11:00AM - 12:00PM	Lincoln C	Stanley, Jeff	NASBA
Business Development	BD-201	Using INPUT and GovWin/Costpoint CRM for Business Development Success	Attend this session to learn how NCI has improved its opportunity, proposal management, and business capture processes using GovWin/Costpoint CRM and INPUT. Hear how NCI has used GovWin/Costpoint CRM to improve pipeline visibility and win rates, and to streamline its business development processes. Highlights will include: business development challenges before GovWin/Costpoint CRM; the system requirements and selection process; the implementation and configuration process; how INPUT, GovWin/Costpoint CRM, and Costpoint now support the sales process at NCI; and the benefits of moving to GovWin/Costpoint CRM.	May 18 2011 11:00AM - 12:00PM	Lincoln D	Dominguez, Joseph	NASBA
Business Development	BD-202	Managing and Configuring GovWin/Costpoint CRM for Success	In this session, IRG (a division of L3) will discuss how it manages and configures GovWin/Costpoint CRM for success in its business development and capture management activities. As an organization that migrated from GCS Premier to Costpoint and that has used GovWin/Costpoint CRM for many years, IRG can share important tips and best practices for configuring GovWin/Costpoint CRM roles, workflows, screens, and reports. These techniques can save time for end users, add value during the business capture process, and improve adoption rates. This session will also discuss scheduled reports, GovWin/Costpoint CRM and Costpoint integration, and GovWin/Costpoint CRM version 6.	May 18 2011 8:30AM - 9:30AM	Lincoln C	Wiegand, Camille	NASBA
Business Development	BD-203	How to Qualify and Pursue Federal Opportunities	Gina Gallagher, President of Business Development at Pathfinders International, LLC, will provide you with the essentials to assess and validate opportunities, determine whether to begin a capture pursuit, and plan how to pursue the opportunity. Gina will describe how to manage the proposal process effectively, to achieve a successful completion. She will also discuss topics such as strategic planning; market assessment; pipeline development; lead identification, selection, and qualification; competitive analysis; teaming; gate review/business case; and bid/no bid decisions.	May 18 2011 8:30AM - 9:30AM	Lincoln E	Gallagher, Gina	NASBA, SMPS
Business Development	BD-203	How to Qualify and Pursue Federal Opportunities	Gina Gallagher, President of Business Development at Pathfinders International, LLC, will provide you with the essentials to assess and validate opportunities, determine whether to begin a capture pursuit, and plan how to pursue the opportunity. Gina will describe how to manage the proposal process effectively, to achieve a successful completion. She will also discuss topics such as strategic planning; market assessment; pipeline development; lead identification, selection, and qualification; competitive analysis; teaming; gate review/business case; and bid/no bid decisions.	May 19 2011 9:45AM - 10:45AM	Lincoln E	Gallagher, Gina	NASBA, SMPS
Business Development	BD-204	BD Panel Discussion: Strategic Bid and Capture Techniques for Winning Federal Contracts	Join a panel of industry experts as they provide proven insights and strategies on how you can win more federal government contracts. This interactive session will focus on identifying, qualifying and planning for pursuing procurement opportunities. Topics to include how to define a winning strategy, make bid/no-bid decisions, handle teaming activities, conduct competitive analysis, as well as the legal and pricing aspects of the proposal process.	May 18 2011 4:30PM - 5:30PM	Lincoln C	Karam, Emile	NASBA, SMPS

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Business Development	BD-205	Delttek Connector for GovWin/Costpoint CRM – Streamlining the Costpoint/CRM Integration	Harness new capabilities and benefits for your company's sales efforts by integrating GovWin/Costpoint CRM with Costpoint. This session spotlights an all-new integration for Costpoint and GovWin/Costpoint CRM that allows for flexible customization. We will cover implementation planning and customization options as well as the roadmap for integrating this powerful pair of products from Delttek.	May 17 2011 2:00PM - 3:00PM	Lincoln C	Karam, Emile	NASBA	
Business Development	BD-206	Improving GovWin/Costpoint CRM Adoption & BD Efficiency with INPUT, MS Outlook, and MS Office	Join this session to learn how Overwatch improves user adoption, reduces redundant data entry, and supports its business development process by connecting GovWin/Costpoint CRM with INPUT, Microsoft Outlook, and Microsoft Office. Hear how Overwatch is pulling INPUT opportunity- and agency-related research into GovWin/Costpoint CRM using Web services and workflow. See how Overwatch uses Connect for Microsoft Outlook (CMO) with GovWin/Costpoint CRM to provide end users with a more holistic view of account- and opportunity-related contacts, activities, appointments, and emails. Find out how the business development process is streamlined when important business development artifacts in Microsoft PowerPoint, Word, Excel, and Visio are automatically created as a by-product of your activities and processes in GovWin/Costpoint CRM, thereby saving users time and improving efficiency, effectiveness, and quality.	May 18 2011 3:15PM - 4:15PM	Lincoln E	Richard, Michael	NASBA	
Business Development	BD-207	Positioning Your Organization for Growth with GovWin/Costpoint CRM	In this session, Salient Federal Solutions and Delttek will discuss the business capture process and the ways in which organizations can position themselves for growth with GovWin/Costpoint CRM. Highlights will include: the customer hierarchy, the opportunity qualification process, business development workflows and milestones, the creation of internal reviews, and the measurement of success and ROI.	May 18 2011 3:15PM - 4:15PM	Lincoln C	Hunt, Stephen	NASBA	
Business Development	BD-209	Using GovWin/Costpoint CRM to Support Contract Data Management, Compliance, and Reporting	This presentation describes how IBM is using GovWin/Costpoint CRM to support Contract Data Management as well as internal and external reporting and compliance requirements. The presentation will explain how GovWin/Costpoint CRM can be configured to aid Contract Data Management and to support the production of DCAA-required deliverables and internal SOX compliance documents. We will also explain the benefits of using GovWin/Costpoint CRM's document management facility to centrally store contract documentation. Attend this session and learn how Cambridge Systematics uses workflow to improve the efficiency of its business development efforts in GovWin/Costpoint CRM. Hear how the company uses workflow to move opportunities and proposals to closure, and to alert GCS Premier users of important events within GovWin/Costpoint CRM.	May 18 2011 2:00PM - 3:00PM	Lincoln C	Purcell, John	NASBA	
Business Development	BD-210	Using Workflow to Improve Business Development and GovWin/Costpoint CRM Results	This session is for the non-programmer and illustrates the value of workflow in everyday business development and business capture activities. The session will show methods for creating workflows in various GovWin/Costpoint CRM Info Centers, and will cover workflows performing simple functions as well as more complex processes.	May 19 2011 8:30AM - 9:30AM	Lincoln C	Collyer, Karen	NASBA	
Business Development	BD-212	The Benefits and Challenges of Doing Business Through the GSA Schedules Program	This session will explore the benefits of doing business through the GSA Schedules Program, optimal Schedules market positioning and how they accelerate the purchase process. Also on the agenda, contractor compliance requirements associated with a GSA Schedule, key myths commonly associated with the GSA Schedule Program, and what goes into a GSA Schedule offer.	May 18 2011 4:30PM - 5:30PM	Lincoln E	Morrison, Patrick		
Business Development	BD-300	GovWin/Costpoint CRM Advanced Fundamentals	One of our most senior consultants will walk you through examples of how firms extend the power of GovWin/Costpoint CRM through the use of workflows. This session will include advanced topics such as leveraging stored procedures, so put on your techie hat, and see what GovWin/Costpoint CRM workflows can do for your firm.	May 19 2011 9:45AM - 10:45AM	Lincoln D	Peets, Tracy	NASBA	