



Annual Business Expo

SUCCESS TIPS

CORPORATE MEMBERS

Are you, your staff, Diversity or Procurement team members new to Supplier Diversity? Is this your first time attending the Business Expo? Review and implement the suggestions below to make the event a great experience and opportunity for those involved. Having the entire team participate in all Expo events will provide an in-depth overview of Supplier Diversity and how it can enrich your company's program.

THOROUGHLY BRIEF YOUR REPRESENTATIVES

Corporate representatives should have a full understanding of corporate purchasing policies related to minority businesses. They should be aware of current and anticipated company needs for services/supplies, products currently under contract, and when those contracts expire. They should be clear about qualifying procedures, the referral process, and who has the responsibility for follow-up. They should also understand the purpose and activities of the Florida State Minority Supplier Development Council. Many corporate exhibitors hold a short orientation meeting with company representatives who will staff their Expo booth. FSMSDC and Expo Steering Committee representatives will be happy to answer any questions. Simply call the FSMSDC office at (305) 762-6151.

HAVE APPROPRIATE MATERIALS PRESENT

Comments from both corporate exhibitors and vendors have stressed how helpful it would be to have a handout available listing the corporate contacts for professional services and construction projects. You should also have a current local and regional purchasing roster, a list of areas in which the company has purchasing/contract opportunities, and a qualifying form (if your company chooses to use one) that they may take with them to be filled out and returned. A copy of your corporate policy, signed by your Chief Executive Officer, is a good way to communicate your company's commitment.

MAKE EFFECTIVE USE OF YOUR TIME WITH VENDORS

Be candid and honest when discussing vendor policies and opportunities. Let vendors know if your company has a "restricted" vendor policy. Be prepared to offer constructive advice on how a new vendor may successfully market themselves to your company for future business opportunities.

ATTEND THE LUNCHEON

The luncheon brings hundreds of business leaders together for a great meal, informative keynote speaker, and the recognition of sponsors. This is an excellent networking opportunity.

PARTICIPATE IN OTHER PARTS OF THE PROGRAM

Your participation in the Continental Breakfast, the Ribbon Cutting Ceremony, Workshops, One-on-One Sessions, and the Luncheon will provide additional networking and qualifying opportunities to both exhibitors and entrepreneurs.

ENCOURAGE ENROLLMENT OF VENDORS IN THE FLORIDA STATE MINORITY SUPPLIER DEVELOPMENT COUNCIL

By encouraging vendor membership in the Council, you are helping MBEs establish relationships with other key corporations, government agencies and MBEs.

IN SUMMARY

Be friendly, open and candid with the vendors who visit your booth. The purpose of the Business Expo is to help you to identify potential new suppliers while enabling the vendor to efficiently explore business opportunities and procedures with the vendors.

For more information, please visit www.fsmsdc.org or call 305-762-6151