



## **2008 How to Market to State Governments Meeting An Educational Seminar**

### **One-on-One Sessions**

#### ***What Is a One-on-One Session?***

Time has been carved into the conference program for the state directors to meet with one representative from your company for 10 minutes. At the conclusion of your appointment, you must leave the room; even if you have an appointment in the next time slot.

#### ***How Do I Sign Up For an Interview During the One-on-One Sessions?***

For those who registered online, one-on-one preferences were solicited via email based on sponsorship level and the order in which registrations were received. Each registrant received a link to allow them sign up for appointments. This was done after the state attendees were confirmed to provide more accurate availability.

If you have just registered (on site), One-on-One appointments can be scheduled at the first One-on-One session 10:30AM Monday, April 7<sup>th</sup> in Grand Ballroom A (based on availability).

**Questions about One-on-Ones will not be answered at registration!**

Please remember that some states are requested more than others. States like Ohio, California, Florida and New York may be more in demand than Kansas or South Dakota. If you want an interview with California or other states listed, early registration is the key.

#### ***How Can I Get an Appointment with a state that is full?***

One-on-One sessions will be conducted in **Grand Ballroom A** beginning **10:30 am Monday, April 7<sup>th</sup>**. **There will be a brief orientation prior to the first appointment at 10:45 am.** Please check there for any possible openings.

You should also **watch for cancellations and no-shows**. Many interviews are scheduled, but by the last day of the conference the person may have had an opportunity to speak with the state prior to their scheduled interview time. Occasionally we see cancellations or no-shows in the first One-on-One session but it is much more likely during the final session on Tuesday afternoon. *If you really want to get more appointments, you should be present Tuesday afternoon.*

#### ***What should I do if I am not able to schedule an interview(s) with my preferred state(s)?***

Please remember the One-on-One interviews are only one of the many opportunities available to speak with the state directors. The conference is structured to maximize networking opportunities. If you do not receive your preferred appointment:

- Ask a NASPO staff person to introduce you to the director
- Ask the director if they are available to talk during lunch or one of the receptions
- Pose a question during one of the sessions by first introducing yourself as a representative of your company
- Join them for breakfast