



## **GSA Reverse Industry Day**

### **PANEL 1:**

#### **How Industry Decides to Bid/No Bid an Opportunity**

This panel will address key aspects of the processes, timelines (including identification of opportunities), and the factors that influence how a company decides to bid on an opportunity from task orders to multiple award contract vehicles. Panelists will discuss the importance of early communication, highlight the type of information that industry seeks in order to qualify an opportunity, and the value [and impact] associated with certain types of communications (e.g. RFIs, one-on-ones, industry days, GSA Interact Site, etc.). Speakers will use actual scenarios to demonstrate how different factors might influence the decision towards either bidding or not bidding (e.g., costs, risks, probability of win, acquisition strategy, vetting of solution, past acquisition practices of customer, socio-economic considerations, competitive analysis, etc.).

### **PANEL 2:**

#### **How Industry Responds to Solicitations and Interprets Requirements**

This panel will discuss the timelines, resources, and personnel involved in responding to a solicitation and detail how industry analyzes and interprets various requirements. Panelists will highlight the importance of opportunities for Q&A and focus on how the most critical elements of a solicitation (e.g. acquisition strategy, pricing instructions, evaluation criteria, clarity of requirements, evaluation and scoring criteria, and contract type and cost/price structure) may impact the nature of the proposed solution, pricing, etc.

### **PANEL 3:**

#### **Industry's Perspective on the Importance and Value of Debriefs**

This session will provide insight into the importance and value of debriefs for both government and industry and detail the types of information that industry is seeking in a written or oral debrief (including FAR Part 8, Brief Explanation of Award Decision). Speakers will also discuss how effective communication during the debrief and throughout the acquisition lifecycle that can potentially reduce protests.

#### **Note:**

Please note that all non-federal government speakers will be required to sign a gratuitous services agreement with GSA prior to participating. The participating industry organizations will sign agreements on behalf of any speakers affiliated with them; speakers who are unaffiliated with a participating industry organization, or who are appearing in their personal capacity, will have to sign their own gratuitous services agreement, which GSA will provide.

#### **Roles:**

The Moderator role will be responsible for working with the panel on content creation, coordinating the presentation, and communicating with the planning team. He/She will be the Champion for the Audience (staying on track with relevant topics, continually assessing and reacting to the audience, facilitating the discussion, timekeeping, and keeping the conversation meaningful for them).

The Panelist is to support the development of the PowerPoint, prepare remarks and scenarios, share, and present industry views, best practices, and lessons learned about the specific panel topic.