
MODULE 11 - POSITIONING YOUR BUSINESS

- › The 2010 Business Network
- › Winning Bidders Database
- › Other Local Resources

What can I do to Promote my Business to Olympic Buyers?

The purpose of this module is to provide some tips to businesses on how they can market themselves to an Organizing Committee and other members of the Olympic Family. Here are a few ideas and resources to get you started.

THE 2010 BUSINESS NETWORK

The 2010 Commerce Centre (www.2010CommerceCentre.gov.bc.ca) is an excellent resource to help you promote your business and find bidding opportunities. A great promotional feature that is now in development is the 2010 Business Network - a searchable database of companies that have products and services to offer that may be of interest to members of the Olympic Family. Once it is launched (early 2007), you will be able to upload your company's info onto the network including a description of your business and its products/services. The database will be promoted to VANOC and all members of the Olympic Family and serve as a business directory of products and services.

WINNING BIDDERS DATABASE

The Winning Bidders Database is a great source of potential business opportunities – many winning bidders will need subcontracting support. The Winning Bidders Database is posted on the 2010 Commerce Centre (www.2010CommerceCentre.gov.bc.ca) and you can search it regularly to learn which companies are being successful and who you should be contacting to profile your services. Remember –subcontracting is a huge hidden opportunity – and the Winning Bidders Database is a great place to find opportunities.

OTHER LOCAL RESOURCES

Start locally and tap into the tools and services available from local or regional economic development groups. Their role as economic development agencies is to help you make your business successful. They can help identify opportunities for business, provide advice on potential strategic alliances, and act as channels for receiving new information on Games-related opportunities. It can't hurt to let other business people know of your interest to supply to the Games - get them working for you!

Some of the key groups to include in your network are:

- › Spirit of BC Community Committees www.spiritofbc.com
- › Chambers of Commerce www.bcchamber.org/membership/m_memberchamber.html
- › Community Futures Development Corporations www.communityfutures.ca
- › Local or Regional Economic Development Offices
- › Small Business BC www.smallbusinessbc.ca
- › Local Mayor and Council