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LATEST NEWS FROM TYGES INTERNATIONAL- AEROSPACE & DEFENSE BUSINESS UNIT

How to Get the Most from an Industry Trade Show

By: Andrew Beccue- VP/GM of TYGES Aerospace & Defense

If approached strategically, industry trade shows can offer a prime opportunity for career advancement. With a bit of discipline, you can combine learning the latest industry developments and getting the wheels turning on landing contacts.

◆ Be prepared. Your convention experience will be much more efficient with a few minutes of preparation. Get a list of attendees- most conventions are more than willing to share it- and select the people you want to meet. Then, schedule time with them before the big event. Look at it as a relationship-building opportunity. And do some prep work on the speakers you would like to hear and meet.

◆ Overdress. Attending a convention does not require you to dress conventionally. Suit up to make a good impression. 60-80% of the people are probably going to be dressed in company golf shirts and slacks or khakis. If you wear a suit, you will stand out in a good way.

◆ Choose targets wisely. While it might be tempting to endear yourself to the CEO of Lockheed Martin, it pays bigger dividends to introduce yourself to more obscure leaders at a trade show who can still be enormous resources. The key executives may have 75 people waiting to speak with them, and you'll see other folks with no one waiting to talk to them. Perfect opportunity. Because the reality is the big honchos are not going to remember 74 of the people who approach them.

◆ Know your limits. Do not get hammered at trade shows. However, while extracurricular activities can surely lead to trouble, they can also create opportunity. When in doubt, hedge on the side of caution.

◆ Leave your comfort zone. There is a temptation to stick with topics you are familiar with. Avoid it. You are there to learn. Put yourself outside of your comfort zone and just learn something different.

◆ Take notes. You are going to shake hands with hundreds of people. It is like a cyclone of information. After you leave, you will want to follow up on those strategic meetings you had. Carry a notepad or use iPhone notes to record your promises. Or simply scrawl them on the backs of the business cards. Then, on the first day at work after returning, clear your desk - no lunches, no conference calls - and spend the time following up on the connections you promised to make, the articles you promised to send and the lunches you promised to schedule.

◆ Be in the room. Everybody notices when someone is disengaged- texting away or screwing around on a laptop. While Bill back at the home office may be tickled to know that the presenter is "boring boring boring," he will not be the only one with whom you will be communicating. You are delivering messages all the time and people pick up on them.

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◆ Share the wealth. You have a responsibility to share what you learned at a convention. It does not do much good if the latest trade secrets remain locked in your head. You need to gather the right information - new knowledge, new technologies, or whatever else is happening in your industry - and then come back and share. "This is what we learned here. Here are the papers that I collected. Here are the CDs" or whatever else you obtained from the trade show.

I will be attending the AUSA Winter Symposium & Expo next week in Huntsville, AL. Please let me know if you will also be in attendance - I welcome the opportunity to meet with you in person.

Available Impact Players:

◆ **Contracts Management / Supply Chain Professional:** Extremely familiar with FARs, DFARs, EARs, and ITARs regulations. Has dealt with all types of cost type contracts and contract vehicles and knows how to follow all contracting guidelines; has managed contracts with international customers on an aftermarket and subcontractor basis, he has managed contractual relationships with many OEMs and suppliers as well.

◆ **Business Development Executive:** exceptional performer with a proven track record of new business capture; expertise in the Aerospace and Military markets. Extensive experience in Engineering, Program Management and Business Development. Well versed in Earned Value Management and has a good understanding of ITAR.

◆ **Senior Program Manager / International Business Development Director:** International program, product and marketing experience. Stable employment history; Technical background and extensive military systems integration experience with DOD integrators (SPAWAR, NAVSEA, PEO Ships and MINEWARCOM).

Contact Andrew Beccue for more information on what this incredible candidate can bring to your organization.

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Featured Positions We Are Currently Looking to Fill:

◆ **Senior Program Manager for an international program:** An ideal candidate will have experience managing large programs requiring systems integration of sensors and communications. Ideally, we would need the selected individual to relocate to the Midwest. International travel will be minimal (less than 20%). This is a senior position within the organization, and will likely grow into a Director role and help establish their PMO infrastructure, as well as provide leadership for a team of other PMs.

◆ **Sales Account Manager:** will serve as the single POC for the customer / accounts within the Aerospace OEMS and Tier ½ manufacturers. Minimum of 8-10 years of direct sales & marketing experience in the Aerospace market, with specific emphasis on motion control products and/or inertial navigation products.

If you would like more information or you would be a good fit for these positions, you may send your resume to Andrew.Beccue@tyges.com

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