

DEMONSTRATE YOUR LEADERSHIP

Government Business Council (GBC), the research division of Government Executive Media Group, is dedicated to advancing the business of government through analysis, insight and the sharing of best practices. By leveraging Government Executive's proven credibility with senior federal decision-makers and its dedicated research capabilities, GBC is uniquely positioned to develop comprehensive research on the federal government.

GBC specializes in creating custom research solutions that help companies demonstrate thought leadership in the federal market. Establishing credibility with federal decision makers begins with understanding and quantifying the challenges that agencies face. Through quantitative surveys and in-depth qualitative research of *Government Executive's* senior audience, GBC identifies the "pain points" at federal agencies that are most in need of solutions.

Only GBC is able to offer the complete set of capabilities needed to develop and deliver insightful custom research for the federal government. GBC is able to do this through:

- 1) unparalleled access to *Government Executive's* audience of federal managers;
- 2) leveraging Government Executive's deep understanding of federal agency operations;
- 3) gold-standard research expertise; and
- 4) the ability to deliver research findings directly to federal managers via Government Executive Media Group's leading portfolio of print, online and events properties.

CUSTOM RESEARCH PROGRAMS

GBC will work with your company to craft a research and communications program customized to your objectives. Popular program elements include:

Content:

- Comprehensive research and strategy consultation to frame a federal business challenge relevant to your company's expertise or solutions.
- Quantitative survey of *Government Executive* readers involved in the business challenge being studied.
- Research report (10-20 pages) delivered to you for posting on your website and for use as marketing collateral.

Delivery:

- One-page Executive Summary of the research, highlighting research results and published in selected issue of *Government Executive*.
- Research deck posted on GovernmentExecutive.com website for 3 months or more.
- Custom webinar to present research to targeted audience of *Government Executive* readers.
- Custom event for targeted audience of *Government Executive* readers, including presentation of research by the GBC staff.

Lead Generation:

- Registration required for all distribution; highly qualified lead database provided to you which includes 1) all online visitors who register to download the research and 2) all registrants and attendees of related webinar or live event.

