



### REACH THE HIGHEST QUALITY NATIONWIDE AUDIENCE IN THE MARKET

*Government Executive* editorial webinars deliver cost-effective lead generation and branding toward a nationwide audience of federal decision makers.

Our webinars provide federal managers with practical insights on relevant, pressing topics in a focused online conference. Each event is moderated by a senior member of our editorial staff and allows attendees to hear directly from an experienced government executive or a panel of experts in a lively interactive format.

### ACHIEVING EFFICIENCY IN IT ACQUISITIONS

January 19, 2012

2:00 PM EDT

As federal agencies continue to look for cost-savings in their IT functions, many still face major hurdles in the acquisition and implementation of new technologies. Recent reports generated by the GAO and CIO.gov's Techstat toolkit are providing federal managers the metrics they need to measure the effect and success of IT projects.

Join *Government Executive's* webcast to learn:

- Identifying factors of underperforming IT projects
- Key drivers of successful and efficient IT acquisition
- Common mistakes that can lead to cost inefficiencies

### SPEAKERS

**Benn Deans**, Manager, Aviation Weather Processors, Federal Aviation Administration

**J. Travis Howerton**, Chief Technology Officer, National Nuclear Security Administration, Department of Energy

### MODERATOR

**Katherine McIntire Peters**, Executive Editor, Nextgov and *Government Executive*

### OUR UNMATCHED FEDERAL AUDIENCE

Our editorial webinar attendees represent the federal decision-making class. On average, 86% of attendees are federal managers, the majority of whom are grade level GS-12 or above. Attendees are located nationwide and span civilian agencies and the Department of Defense<sup>1</sup>.

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of attendees are  
federal employees<sup>1</sup>

<sup>1</sup> Average based on *Government Executive* Event Registration Data, 2010.

### MARKETING BENEFITS

- Unmatched branding towards nationwide audience of federal managers
- The highest quality lead generation in the market through use of registration list
- Powerful thought leadership positioning on your selected webinar topic
- 100% share of voice & direct audience engagement through our exclusive package

**UNDERWRITER BENEFITS**

Gain powerful thought leadership positioning, exceptional lead generation and direct engagement toward the highest quality national federal audience in the market.

MARKETING BENEFITS	PACKAGES		
	EXCLUSIVE	PREMIER	CLASSIC
<b>BRANDING/THOUGHT LEADERSHIP BENEFITS</b>			
Logo on webinar registration page	◆	◆	◆
Logo on webinar viewing page	◆	◆	◆
Premier logo placement on webinar registration and viewing pages	N/A	◆	
Recognition in email invitation sent to <i>Government Executive</i> subscribers	◆	◆	◆
Recognition by event moderator	◆	◆	◆
Company recognition on email invitation to <i>Government Executive</i> subscribers	◆		
Opportunity to ask attendees 1 survey question during webinar	◆		
Link to company content (white papers, product demos, etc.) within “Thank You” email sent to all registrants	◆		
<b>LEAD GENERATION/PROMOTION OPPORTUNITIES</b>			
Link to company content (white papers, product demos, etc.) on webinar viewing page	◆	◆	◆
Link to company content in “Thank You” email sent to all registrants	◆	◆	◆
Opportunity to add 1 slide to archived version of webinar sent to registrants	◆		
Opportunity to present company’s solutions at conclusion of editorial presentation (slides included in archived version of webinar sent to registrants)	◆		
Exclusive customized post-event lead nurturing email to all event registrants (sent by Government Executive Media Group; includes event summary & client message)	◆	◆	
<b>INVESTMENT</b>	<b>\$22,000</b>	<b>\$10,000</b>	<b>\$6,500</b>