

## GOVERNMENT BUSINESS COUNCIL (GBC)

As Government Executive Media Group's research intelligence division, Government Business Council (GBC) is dedicated to advancing the business of government through analysis, insight and analytical independence. As an extension of *Government Executive's* 40 years of exemplary editorial standards and a commitment to the highest ethical values, GBC studies influential decision-makers from across the federal government to produce intelligence-based research and analysis.

GBC's suite of products includes custom thought leadership research creation and delivery, custom content creation consultation, market branding and perception analysis and editorial research sponsorships.

## WHY PARTNER WITH GOVERNMENT BUSINESS COUNCIL?

### GOLD STANDARD FEDERAL RESEARCH

Through *Government Executive's* unmatched federal audience, GBC has unique and invaluable access to the federal government's top decision makers. GBC has interviewed and surveyed thousands of federal decision makers, garnering their trust through the production of trustworthy, cutting-edge research analysis. Whether your goal is thought leadership, federal market analysis, research intelligence, custom content creation, federal branding or lead generation, GBC has a solution for you.

### UNIQUE DISTRIBUTION

GBC assists leading federal solutions providers in creating and delivering comprehensive research intelligence programs to the federal market through a range of media channels. Leveraging *Government Executive's* print, online and events capabilities, GBC can deliver your research findings through live events, webinars, print summaries, targeted online advertising and custom email newsletters.

### UNMATCHED CAPABILITIES

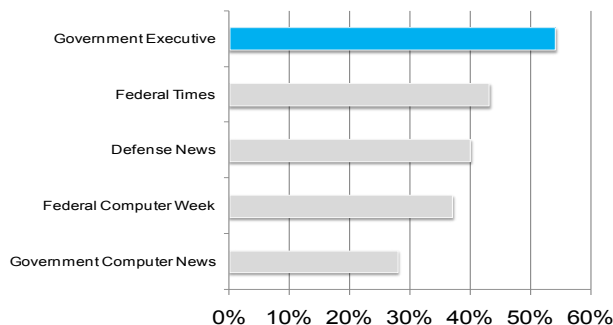
- Exceptional market knowledge
- Unmatched reach toward federal decision makers
- Dedicated research team with expertise in federal analysis
- Turn-key solutions with dedicated project management
- Outstanding content delivery capability via print, online and events

“It was a pleasure working with the insightful team—not only did we learn more about our market, but we were able to gather and share best practices with the federal management community. We will be leveraging this report for years.”

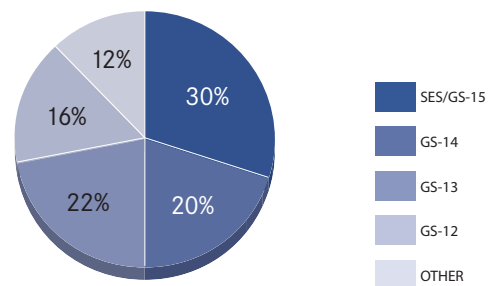
—GBC client

## THE POWERFUL GOVERNMENT EXECUTIVE AUDIENCE

Federal Readership of Government-Related Magazines  
Purchasing Involvement over \$1 million<sup>1</sup>



Government Executive Federal Subscribers<sup>2</sup>



<sup>1</sup> Market Connections, Inc. 2011.

<sup>2</sup> BPA Worldwide, June 2011.

GOVERNMENT BUSINESS COUNCIL SOLUTIONS

RESEARCH	DESCRIPTION	BENEFITS
<b>CUSTOM RESEARCH</b>	Establish your company’s credibility with federal decision makers through a GBC Custom Research program. Through custom surveys and in-depth, qualitative research, this program will help you understand and quantify the challenges facing federal agencies, and the solutions that agency leaders are most urgently seeking. By demonstrating your unique understanding of these issues, your brand will be positioned as a thought leader in front of the federal government’s most influential decision makers.	<ul style="list-style-type: none"> <li>• Thought Leadership</li> <li>• Lead Generation</li> <li>• Custom Content Creation</li> </ul>
<b>MARKET RESEARCH</b>	By delving into the needs and challenges of our senior-level federal audience, GBC can help you identify opportunities and define your company’s strategy toward the federal market. Learn where your brand sits in the federal landscape and understand your competitive edge in the minds of key federal decision makers.	<ul style="list-style-type: none"> <li>• Market Analysis</li> <li>• Research Intelligence</li> <li>• Benchmarking Campaigns</li> <li>• Competitive Analysis</li> </ul>
<b>FOCUS GROUPS</b>	Focus Groups provide a unique way to engage with federal managers. In a live, small group discussion, hear directly from our audience about the challenges facing federal agencies. You will also have the chance to network before and after the event with this exceptional group of federal leaders.	<ul style="list-style-type: none"> <li>• Thought Leadership</li> <li>• Live Interaction with Highly Qualified Leads</li> <li>• Lead Generation</li> <li>• Custom Content Creation</li> <li>• Full facilitation of Event</li> </ul>
<b>FEDERAL ISSUE BRIEFS</b>	GBC will select timely research topics based on the most pressing challenges facing federal managers to create in-depth, syndicated research insights called Federal Issue Briefs. This program of short, newsworthy briefs will provide your company with a turn-key thought leadership and lead generation program targeted to agency decision makers interested in your selected topic.	<ul style="list-style-type: none"> <li>• Thought Leadership</li> <li>• Lead Generation</li> <li>• Turn-Key Marketing</li> <li>• Federal Branding</li> <li>• Shared Asset Creation</li> </ul>
<b>SYNDICATED RESEARCH</b>	By leveraging <i>Government Executive’s</i> deep understanding of federal agency operations, GBC consistently produces insightful and compelling independent research. GBC works with <i>Government Executive’s</i> award-winning editorial staff to select and explore several key topics for its syndicated research agenda. Align your company with this gold standard research by underwriting a GBC Syndicated Research study and webinar.	<ul style="list-style-type: none"> <li>• Thought Leadership</li> <li>• Lead Generation</li> <li>• Turn-Key Entry Into the Federal Market</li> <li>• Federal Branding</li> <li>• Shared Asset Creation</li> </ul>