



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.

TEST YOUR FEDERAL BRAND

Do you know where your brand sits in the federal landscape? With new vendors entering the market every day, do you understand your competitive advantage in the minds of key decision-makers? GBC can provide exceptional insight into the challenges that federal managers face, awareness and perception of solution providers, and the factors that make can make the difference. By delving into the needs and challenges of our senior-level federal audience, GBC can help you identify opportunities and define your strategy in the federal market.

WHY A GBC MARKET RESEARCH PROGRAM?

GBC will work with your company to craft a research program customized to your objectives. Only GBC is able to offer the complete set of capabilities needed to develop and deliver insightful custom research for the federal government. GBC's capabilities include:

- Unparalleled access to *Government Executive's* audience of federal managers.
- Leveraging *Government Executive's* deep understanding of federal agency operations.
- Gold-standard research expertise.
- Candid research analyst insights on how to best leverage your findings.

GBC has helped a wide range of consulting firms and IT companies delve deeper into the awareness and perceptions of their brand in the federal space. Former clients include:

- Accenture
- Booz Allen Hamilton
- IBM
- Microsoft
- Oracle

Here is what former clients had this to say about Government Business Council:

"We were extremely impressed with the level of knowledge and professionalism of the Government Business Council Staff."

"I would recommend GBC to other companies seeking expert research guidance."

¹ BPA Worldwide Statement, June 2011.

MARKET RESEARCH PROGRAM INCLUDES:

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.
- Raw data from survey, including respondents' demographic information.

DELIVERY

- A 10-20 page research report with full results and detailed analysis to guide your future marketing endeavors.
- A custom executive briefing of survey results by GBC's director of research.

Government Executive Federal Subscribers¹

