



PUBLIC SECTOR NETWORK

Media Kit (2021)

Contents Page

3 Connecting Buyers	9 Webinars	15 Content Syndication (PPL)
4 Connecting Suppliers	10 Virtual Events	16 Peer-2-Peer Program
5 Audience Profile	11 Exec Briefings	17 Global Partners
6 Marketplace	12 Roadshows	22 Get in Contact
7 Infographics	13 Showcases	
8 Whitepapers	14 Custom Events (PCO)	

Connecting Buyers

Public Sector Network is a social learning platform that exists to help government around the globe break down silos, collaborate, and work together for better outcomes for citizens.

Our growing community spans across Federal, State, and Local government departments - allowing members to **network, benchmark** and establish **best practice** both online and in-person.

PSN delivers new articles, interviews, presentations, whitepapers, webinars and executive events to our audience on a weekly basis, segmenting our audience to maximize user-engagement and ensure they receive content most relevant to their role and areas of interest through a variety of mediums including email newsletters, live events & conferences, whitepapers & webinars, on- demand videos & training, and more.

The user's reading & content-consumption habits are used to build and develop audience profiles, enabling us to provide a plethora of advertising & lead-generation programs for our partners looking to engage and connect with public sector stakeholders and decision makers nationwide



Network

Connect and network with your public sector peers



Benchmark

Compare and benchmark current ways of working



Best Practice

Establish best-practice across different agencies, departments, states and jurisdictions

Connecting Suppliers

Public Sector Network partners with credible industry suppliers, providing them with a trusted and reliable route-to-market.

Having built an engaged audience - across 10 distinct communities of practice - vendors are able to easily identify, engage and educate their buyers via a range of PSN products and services.

Whether in-person or online, off-the-shelf or custom-built, each PSN program enables partners to differentiate themselves, and share case studies and success stories with stakeholders that matter most to them.

Whether you are trying to reach Federal, State or Local government - or specific industries inc. health, defence, transport, emergency services, higher education etc - PSN's experienced research and events team can build a specific go-to-market plan for your sales and marketing team.



Thought Leadership

Demonstrate thought-leadership and share your story



Brand Awareness

Elevate your brand and increase awareness across the sector



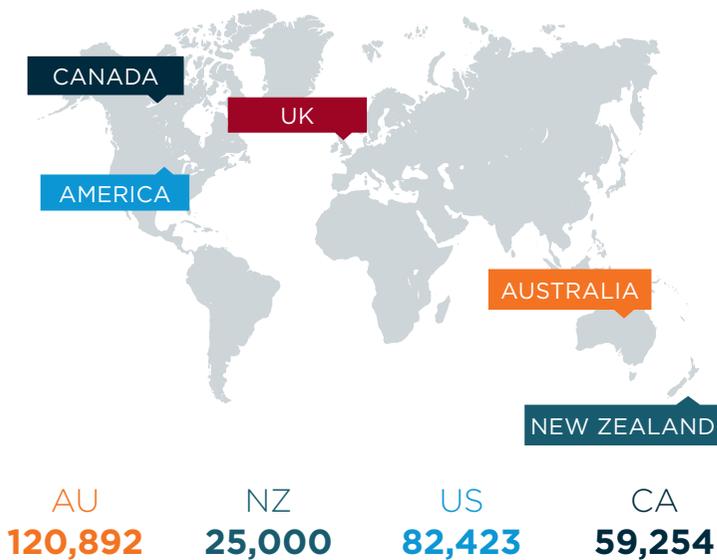
Lead Generation

Meet with qualified prospects and generate pipeline

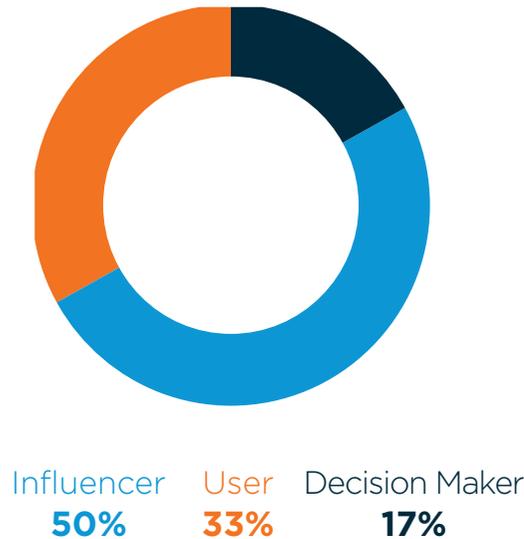
Audience Profile



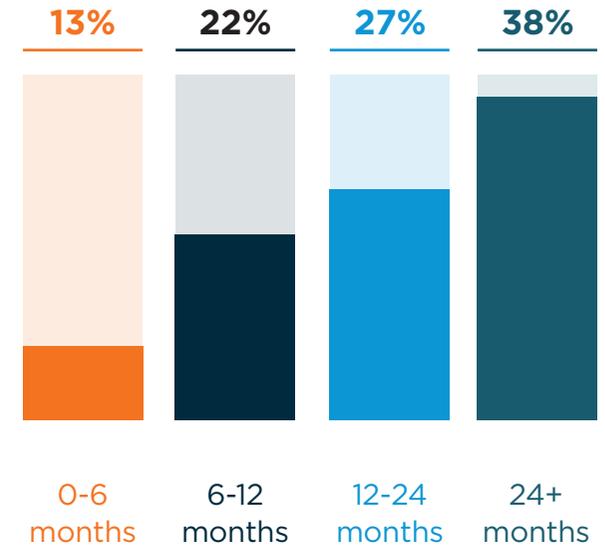
PRIMARY DATABASE



ATTENDEE ROLE



INVESTMENT TIMEFRAME



COMMUNITIES OF PRACTICE DATABASE



Marketplace

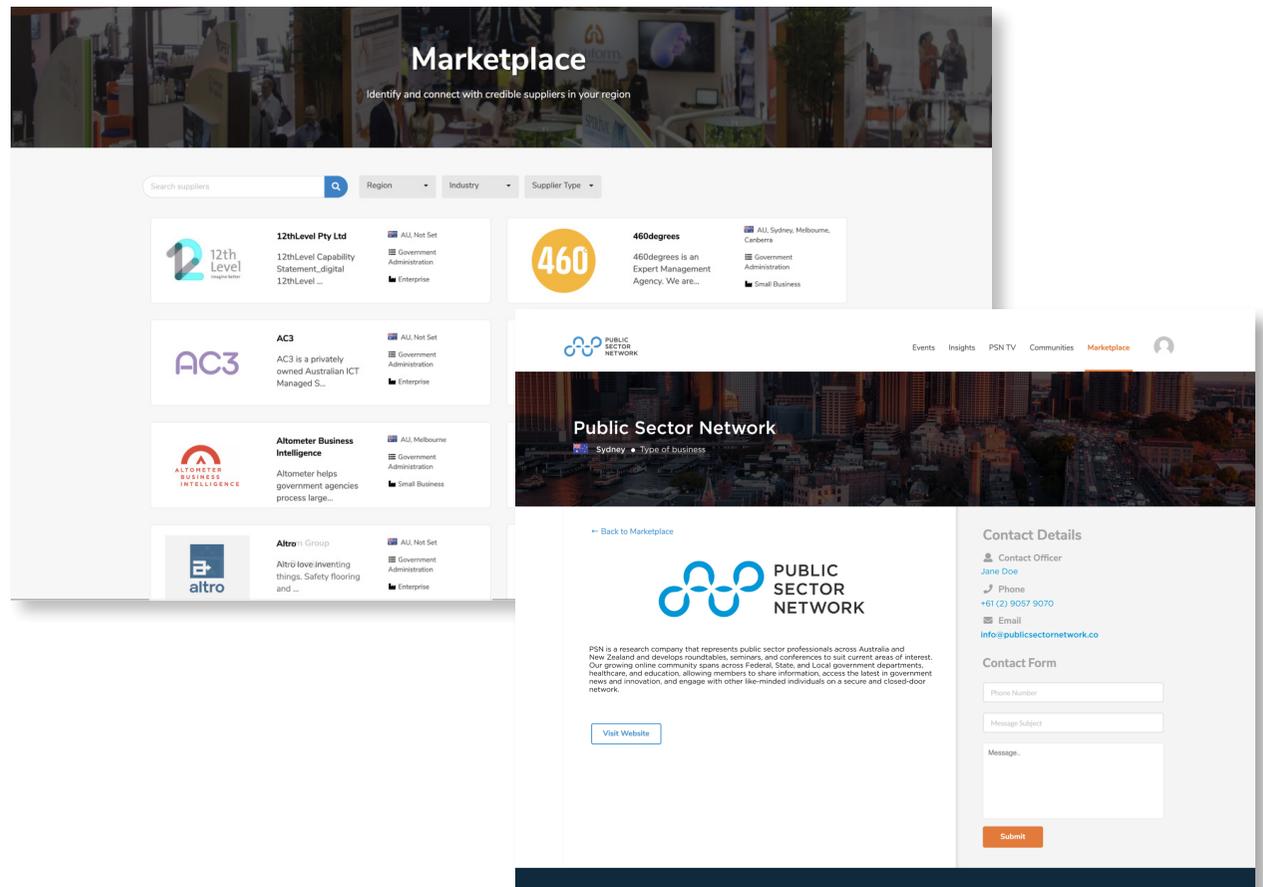
Advertise and profile your business and solutions online

\$ FREE

i The marketplace provides the best online location to present your solutions to a focused audience base of prospects, providing visibility for no initial investment.

Our community of engaged professionals look to our channels to learn more about their options for products and services that solve their problems. They are able to search for specific products and services, and consume any relevant content you have added to your profile page. PSN will capture those users that engage with your page, and make these leads available to purchase via one of our premium activities (e.g. webinar, roundtable, etc.)

Company listing includes: name, logo, 100- word overview, social handles, website URL, product listings, customer case studies and other content.



Infographics

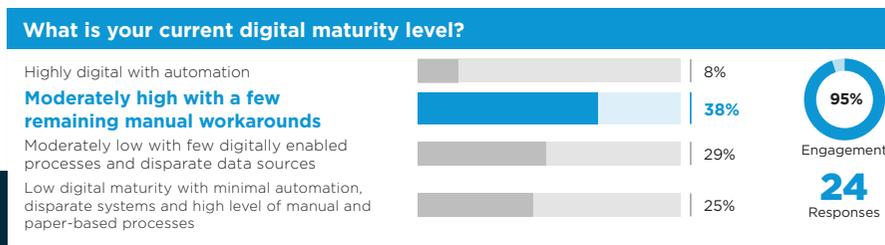
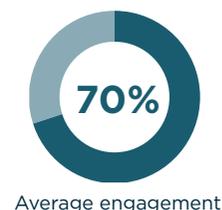
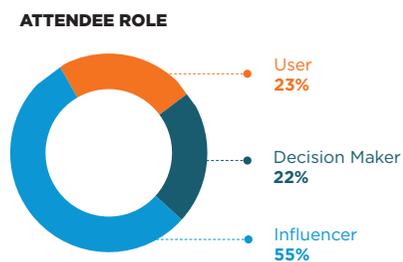
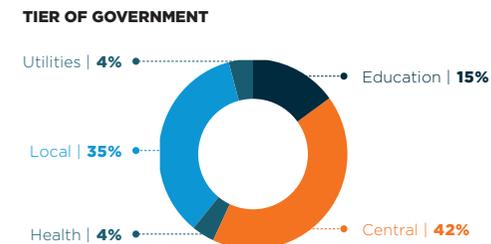
Profile customers to gain business intelligence

\$ From \$7,500 +GST

i Business intelligence and market insights offer great value, but are typically either hard or expensive to acquire.

Whether it be market research, audience polling, beta testing or new product releases, PSN can provide complete survey and polling services – giving you a better understanding of your potential customers, industry trends and buying motives.

PSN will host and share your survey to our audience through both online and email marketing, and design a short, simple quantitative survey to get the right results. This service is often a great precursor to creating a whitepaper, webinar or presentation as it allows you to refer to statistically valid insights and utilise the infographic produced as a result.



How ready do you think front-line leaders are to manage the flexible working landscape of the future?

75% said partially ready – need further training

Whitepapers

Create and share insightful content

\$ From \$15,000 +GST

i Highly researched, well-written and nicely designed Whitepapers are a powerful addition to the sales and marketing toolkit, and can provide potent, knowledge-led solutions to increasing business challenges.

With a detailed brief, our in-house team researches and creates engaging content, helping to position your company as a thought and industry leader. This aids the selling process by informing and educating the prospect base and generating qualified sales leads.



Managing information and data for government and community
PSN in partnership with Objective Corporation

© 2020 publicsectornetwork.com | (02) 9057 9070 | **Objective**



A seat at the table
The shifting paradigm for Government IT infrastructure

A social, secure and sovereign future with research insights

PublicSectorNetwork.com | (02) 9057 9070

Where are you on your HESG journey? (n=52)

Microsoft Teams has several benefits and a good opportunity for Government to take advantage of.

How are you using Microsoft Teams today? (n=54)

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Security & Sovereignty

This will also serve citizens as Australia needs to continue to build trust in our digital services.

TECHNOLOGY LAYER	SOVEREIGN AS A SERVICE (SaaS)	PLATFORM AS A SERVICE (PaaS)	INFRASTRUCTURE AS A SERVICE (IaaS)
People	Agency	Agency	Agency
Apps	Agency	Agency	Agency
Operating System	Cloud Service Provider	Agency	Agency
Virtual Networks	Cloud Service Provider	Cloud Service Provider	Agency
Services	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider
Hardware and Storage	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider
Physical networks	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider

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The information management journey

There's the reality that the public sector is facing information management challenges for many years. It's not about the information management in government and community, but about the way we manage information.

Where are you on your information governance journey? (n=52)

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Background: GovDC - a remarkable contribution to NSW

GovDC has been a remarkable contribution to NSW. It's a story of innovation, collaboration, and leadership.

A little GovDC history

GovDC has been a remarkable contribution to NSW. It's a story of innovation, collaboration, and leadership.

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The power of data

There are other benefits that are possible, and the value of data in a "truly digital" future is the result of the government's work. It's about the data that is collected, stored, and analyzed, and the insights that can be gained from it.

The policy is all about driving the Commonwealth towards having government data which serves as evidence of government activities, which is interoperable over space and time and will be a national resource for the Commonwealth of Australia.

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A seat at the table

The shifting paradigm for Government IT infrastructure

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Webinars

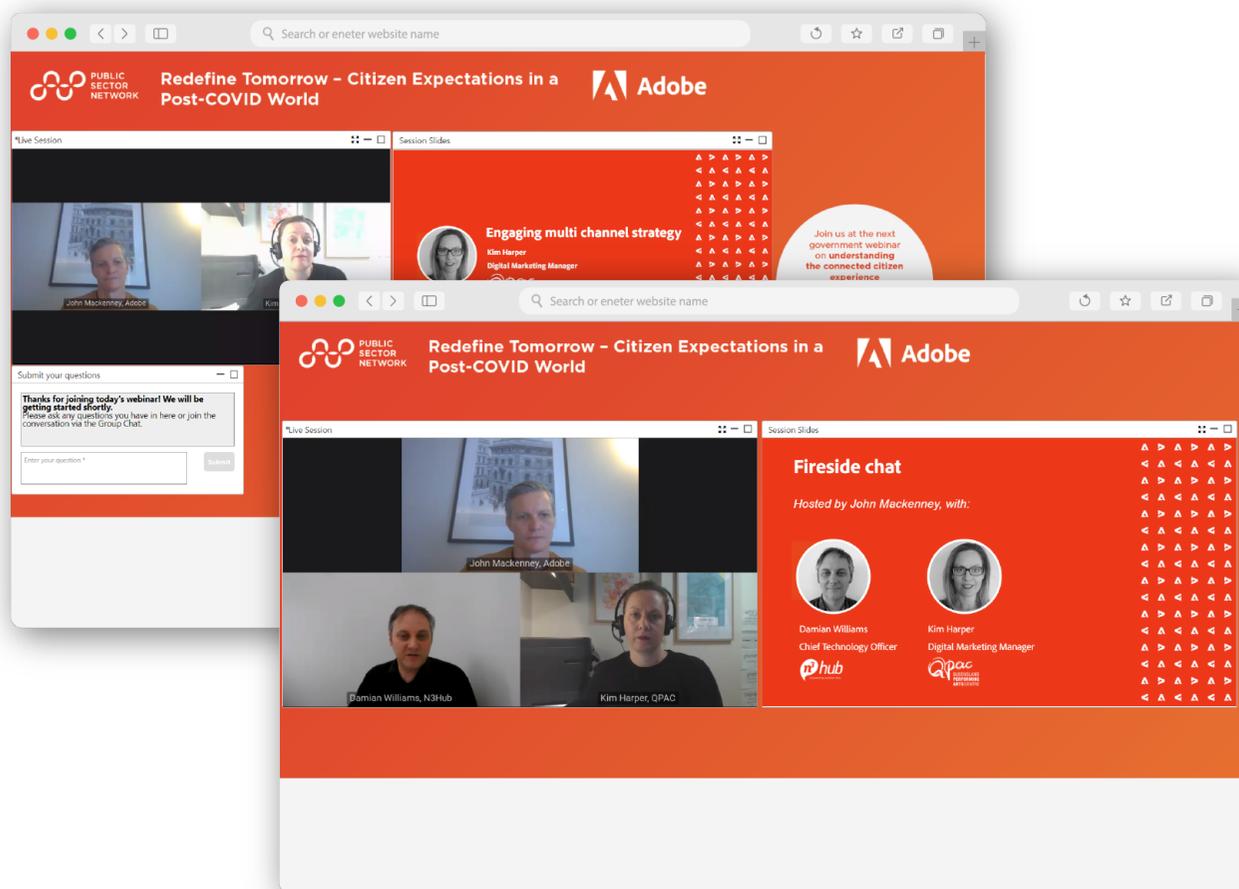
Reach a diverse audience nationwide

\$ From \$15,000 +GST

i Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

As the client, you determine the topical focus and specific questions to be asked, but PSN delivers the rest including: pre and post production, hosting of the webinar both live and on-demand, recruiting senior level industry speakers, digital marketing and EDM's to attract an audience, postwebinar reporting & analytics.



Very well run. Great participation and good sized crowd. Very happy with this.
Okta

Virtual Events

Reach a national audience

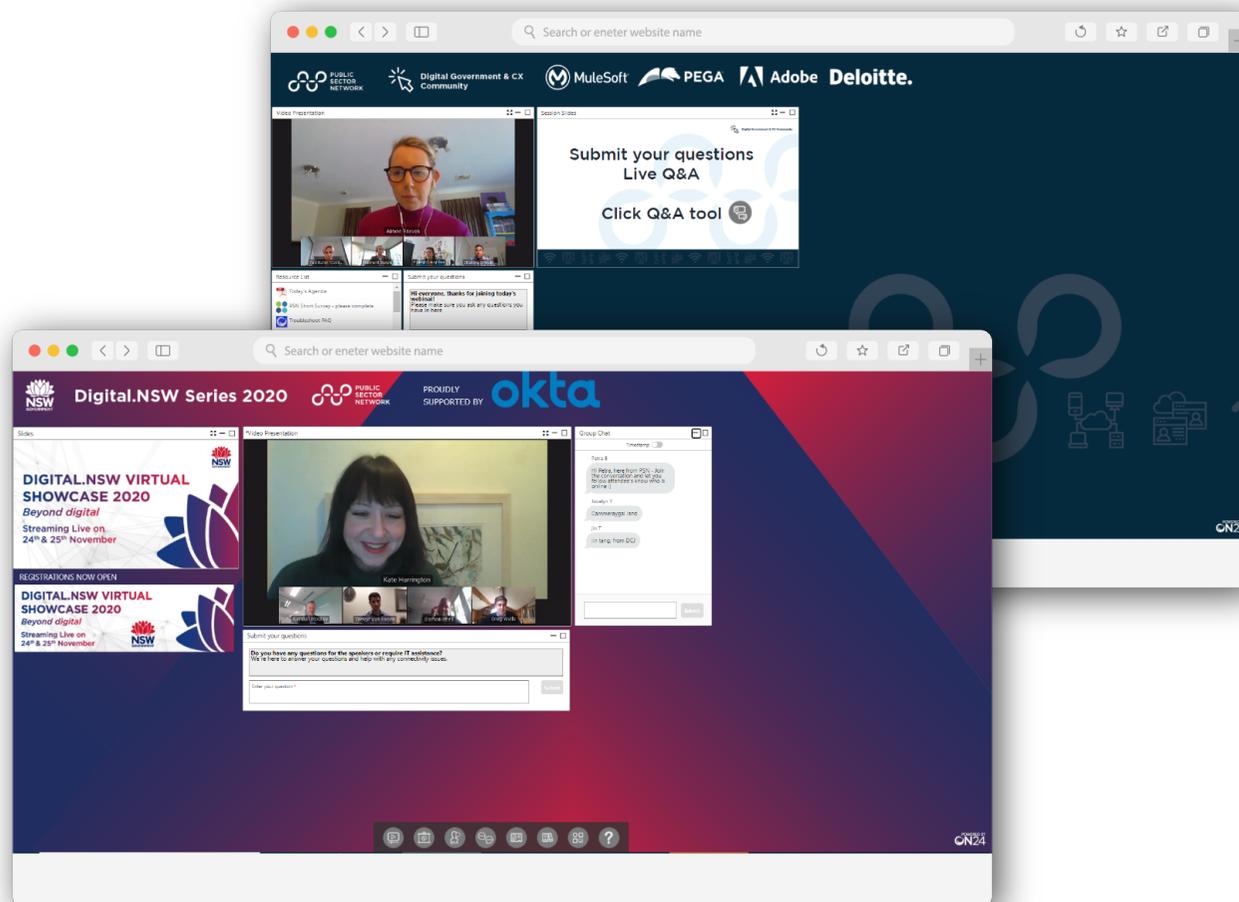
\$ \$2,500-\$10,000

i Our virtual and online events allow you to reach a national audience.

Broken up by audience profile across the 10 communities of practice, the regular, 2-hour sessions provide technical users, departmental professionals and key influencers an opportunity to dial-in and learn about successful government case studies and innovative vendor solutions.

These events provide a simple, cost-effective ‘plug and play’ sponsorship opportunity, generating hundreds of leads.

There are additional opportunities to profile and poll our audience and generates specific content for post-event follow up.



Great event, highly engaged audience
Microsoft

Exec Briefings

Reach and engage senior decision-makers



“
Good balanced of making government feel comfortable whilst still providing sales leads.
Salesforce

\$ From \$25,000 +GST

i Private breakfast and lunch briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular city.

Sessions typically last 1.5 - 2 hours and put vendors and suppliers at the centre of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

This provides a fantastic opportunity to add value to our audience, who thrive on the opportunity of having a chance to hear and learn from experts who can help them with their business challenges and difficult projects.

Post-event, you will receive full opt-in contact information, as well as delegate profiles and polling to help drive sales engagement.

**Virtual options also available*



Roadshows

Intimate, interactive and engaging discussion groups

\$ \$5,000-\$15,000

i Roadshows are a fantastic opportunity to network, engage and benchmark with peers some of the issues that are relevant nationally but implemented locally or at a state level.

They are exclusive, in-person events with interactive Q&A state-based panel sessions intended to deliver innovative customer results.

These programs are designed for senior executives from major agencies and departments with active projects who are seeking solutions.

SAP Concur 

Professionally run series of events with benefits for both sponsors and delegates. Great structure and content relevant to the audience. Great organisers to work with.

SAP Concur



Showcases

Bringing together key decision makers from across the state

\$ \$5,000-\$35,000

i Showcases provide an opportunity to understand state projects and priorities, and engage with key stakeholders.

These large-scale, face-to-face programs include plenary keynote sessions, specific stream topics, a technology expo and networking opportunities throughout - breakfast, lunch and drinks!

Showcases are a MUST attend event for any organisation trying to elevate their profile and engage key departments and agencies in a specific region.



Very valuable event connecting industry leaders and government decision makers. Looking forward to the next one. We were able to spread the UiPath brand awareness and messaging very effectively.

UiPath

Agenda at Innovate ACT

Innovate ACT led by highest minds to network and a on-collaboration opportunity to a leaders to share happening, and strategies key as harnessing to be

What's New

- The legend gets innovation leader
- Hear from an hero from the Digital Health, Department, Australia and the
- Benchmark app how efficient do public services delivery system?
- How new stream into sectors the
- Eight issues of a sector about the virtual ecosystem
- Share your ideas interactive

Speakers

- Randall Brugaard** Chief Executive Officer, Digital Transformation Agency
- Debbie Platz** Assistant Commissioner People & Culture, Queensland Police
- Charles McHardie** Deputy Chief Executive Officer, Transformation Projects, Services Australia
- Deborah Anton** former National Data Commissioner, Department of the Prime Minister and Cabinet
- Ramez Kati** Second Commissioner and Chief Information Officer, Australian Taxation Office
- Colin Hunter** Field Assistant Secretary, Resource Operations Division, Department of Agriculture, Water and the Environment
- Dr Simon Barry** Director, DATA8, CSIRO
- Frances Cawthra** Chief Executive Officer, CNETX
- Nathan Hamilton** General Manager, People, Corporate and Capital Division, Department of Industry, Science, Energy and Resources
- TBA** Head, Digital Technology, Resourcing, Department of the Prime Minister and Cabinet
- Mike Webb** Chief Information Officer, Department of the Treasury
- Jeremy Gordon** Chief Economist, Department of Foreign Affairs and Trade
- Dr Phillip Gould** Acting First Assistant Secretary, Health Economics and Research Division, Department of Health
- Maria Mischavlevic** Chief Digital Officer, Services Australia
- Sally Miles** Assistant Secretary, Data, Analytics and Policy, Department of Infrastructure, Transport, Regional Development and Communications
- Dr David Green** Australian Statistician, Australian Bureau of Statistics
- Elizabeth Kelly PSM** Deputy Secretary, Department of Industry, Science, Energy and Resources
- Nash Miles** Chief People Officer, Department of Agriculture, Science, Energy and Resources
- Robert Hankon** Chief Executive Officer, Department of Industry, Science, Energy and Resources
- Kate Cameron** Acting Chief Executive Officer, Office of Industry Innovation and Science Australia
- Michael Ross** Chief Information Officer, Australian Fisheries Management Authority
- Sam Bateman** Deputy Director Innovation, Government Digital Service (GDS)
- Wes Norris** Chief Executive Officer, Australian Fisheries Management Authority

Key Themes for 2021:

- People and Culture** Building a strong public sector culture by focusing on wellbeing, increasing workforce planning and increased employee engagement.
- Process and Collaboration** Promoting citizen-centric approaches, objectives alignment and improved face-to-face engagement through inter-departmental strategies.
- Technology and Transformation** Leveraging innovation in business management, enterprise architecture and service delivery throughout internal and external processes.
- Data and Analytics** Identifying, collecting, and utilizing critical data to develop stronger regulation and compliance, improve cyber security and data-increase analytical capabilities.

"Excellent quality presenters and content, probably the best conference I have attended face to face."

Australian Taxation Office

Custom Events (PCO)

\$ Price on application

i At Public Sector Network, one of our specialties is event management. It is at the core of what we do and it is something we are really, really good at! Our Event Management Team works on a wide array of projects every week, and delivers events which would bring a sense of pride to the most stringent stakeholder.

We love creating dynamic brand experiences for clients, enabling new & existing customers to engage with your brand at both local and national scales.

Whatever your specific event management requirements, we can assist.

Events built around your specific requirements:

- **Event topic:** What is the event name? What is the strapline? What is your core message?
- **Event format:** Conference, tradeshow, workshop, funfair? Including an afternoon of golf, a drinks cruise, an office tour?
- **Content:** Keynote presentations, panel sessions, workshops, roundtable discussions, 1-2-1 meetings, speed networking?
- **Where & When:** What city? What time of year? Half day, full day, or multiple day event?
- **Who & How Many:** What is your target audience? How many attendees?
- **Venue:** 5* hotel, old movie theatre, secluded resort, university campus, conference centre?

Key deliverables:

- Detailed marketing plan, including email, digital and other social channels to a well-targeted demographic
- Content generated is recorded and available for further post-activity promotion
- Significantly increase your brand visibility by promotion to online members and via email database
- Ability to generate key business intelligence and insights - pre, during & post activity
- Demonstrate thought-leadership and increase understanding of products, services and customer case-studies via sophisticated software
- Gain qualified "opt-in" leads via a customisable & detailed attendee reportw

Content Syndication (PPL)

Get more leads from your content

\$ \$500 p/lead

- i** Our marketing team works hard to produce high quality content assets to attract prospects and convert them into qualified leads for sales. We have lead generation programs that are designed to maximise the impact of your marketing content, and we'll take your assets and promote them to segments of our audience, amplifying the effectiveness of your content marketing many times over.
1. You provide your white paper or eBook and we'll deliver leads matching your criteria against it
 2. We'll take your ideal buyer persona and only target leads that match your criteria
 3. Only buy exactly what you need to ensure you meet your cost-per-lead and total lead targets
 4. While your campaign is running our team will be in regular contact providing lead reports, so you know how well your asset is performing



Peer-2-Peer Program

Guaranteed Route-to-Market

Our mission is to share success stories and uplift capability across the sector, providing the insights, advice and tools via our social learning platform. This includes helping executives to better understand emerging trends and technology and inform purchasing decisions.

To enable this, we provide a Peer-to-Peer program that includes quantitative and qualitative research, and results in practical and tangible takeaways.

By bringing together an expert industry analyst, a market-leading technology partner, and 10-12 senior government executives, we are able to conduct innovative research and create unique content that provides insight and impact to a range of agencies, departments and councils.

As a partner you benefit from “voice of the customer” research and content, face-time with key decision makers, and broader lead-generation activities – all of which inform and impact future marketing campaigns.



Whitepapers

Highly researched, well-written and nicely designed Whitepapers are a powerful addition to the sales and marketing toolkit, and can provide potent, knowledge-led solutions to increasing business challenges.



Webinars

Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.



Roundtables (Virtual and In-Person)

Private briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular function, or location.

Sessions typically last around 2 hours and put you at the centre of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

Global Partners



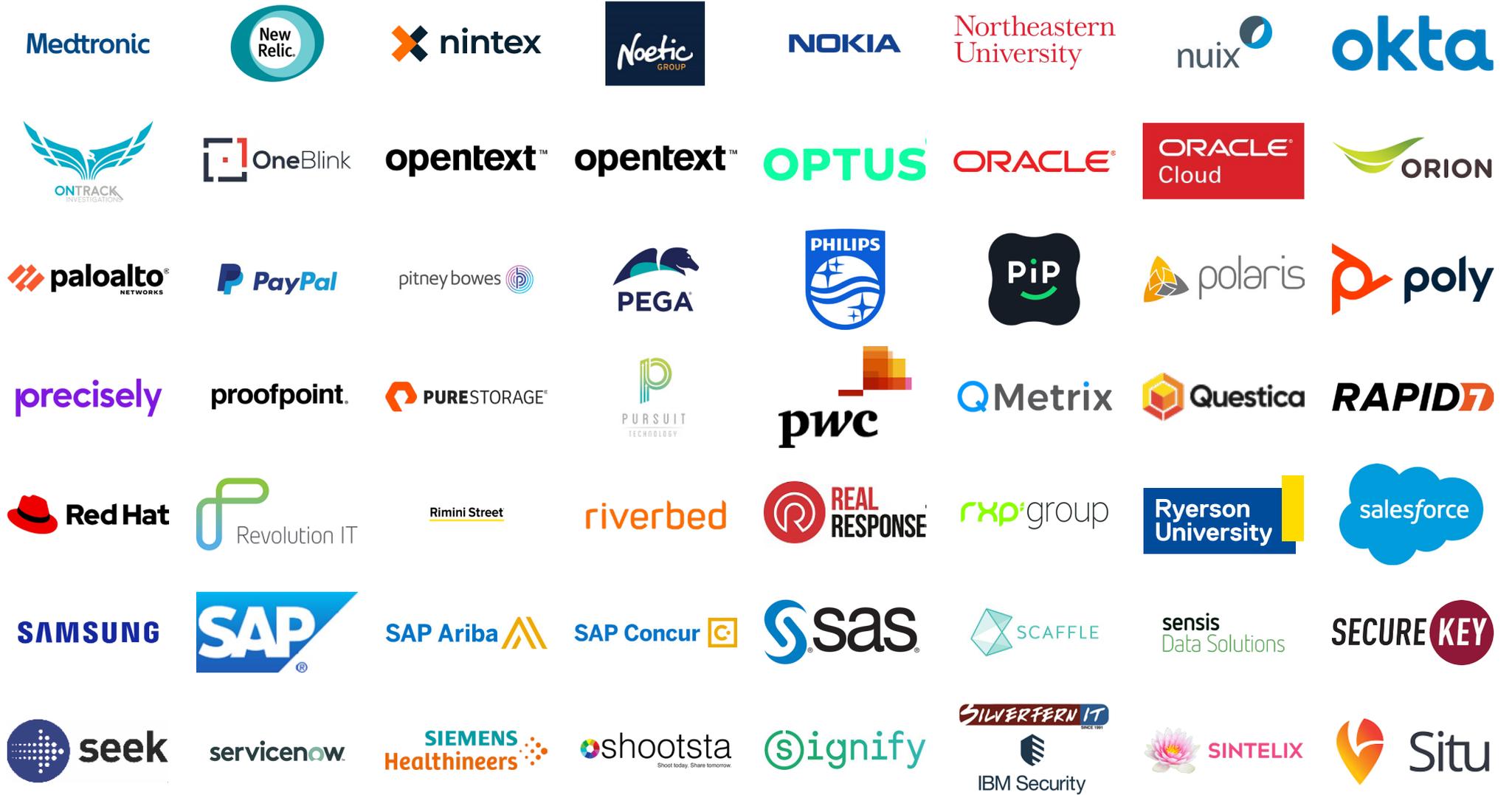
Global Partners



Global Partners



Global Partners



Global Partners



Get in Contact

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Join Public Sector Network's communities of practice to share ideas and insights, and to access to the latest research.

