



PUBLIC SECTOR NETWORK

# Media Kit (2021)

# Contents Page

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

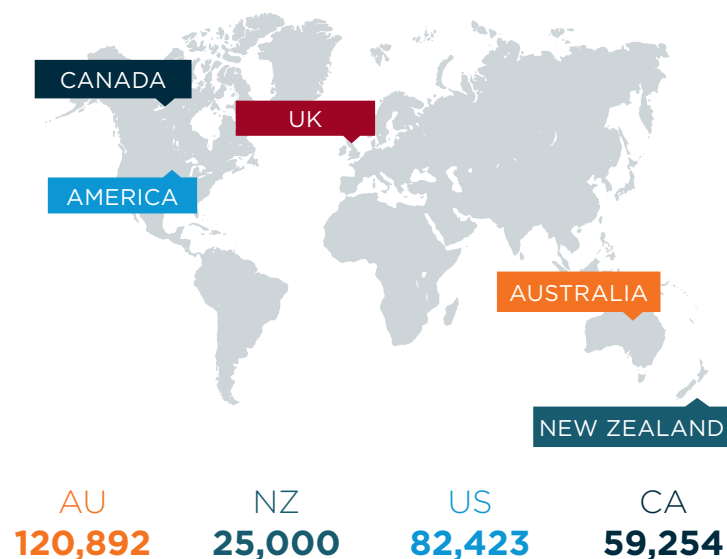
Meet with qualified prospects and generate pipeline



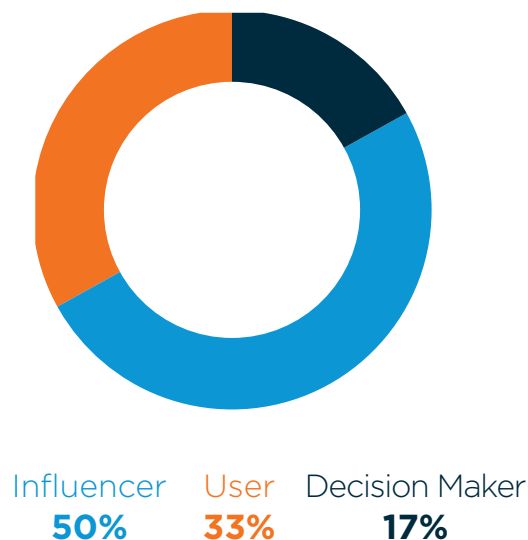
# Audience Profile



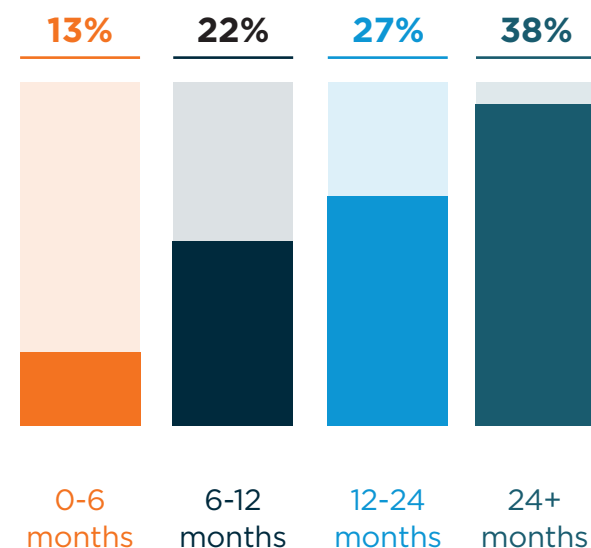
## PRIMARY DATABASE



## ATTENDEE ROLE



## INVESTMENT TIMEFRAME



## COMMUNITIES OF PRACTICE DATABASE

**32,261**  
Corporate &  
Shared Services

**50,525**  
Cyber Security &  
Risk Management

**14,912**  
Data Management  
& Analytics

**26,575**  
Defence, Security  
& Justice

**32,398**  
Digital Government  
& CX

**27,515**  
Health &  
Human Services

**16,695**  
HR & Future  
of Work

**59,444**  
Innovation  
& IT

**44,764**  
Local Government  
& Municipalities

**11,749**  
Smart Cities &  
Infrastructure

# Marketplace

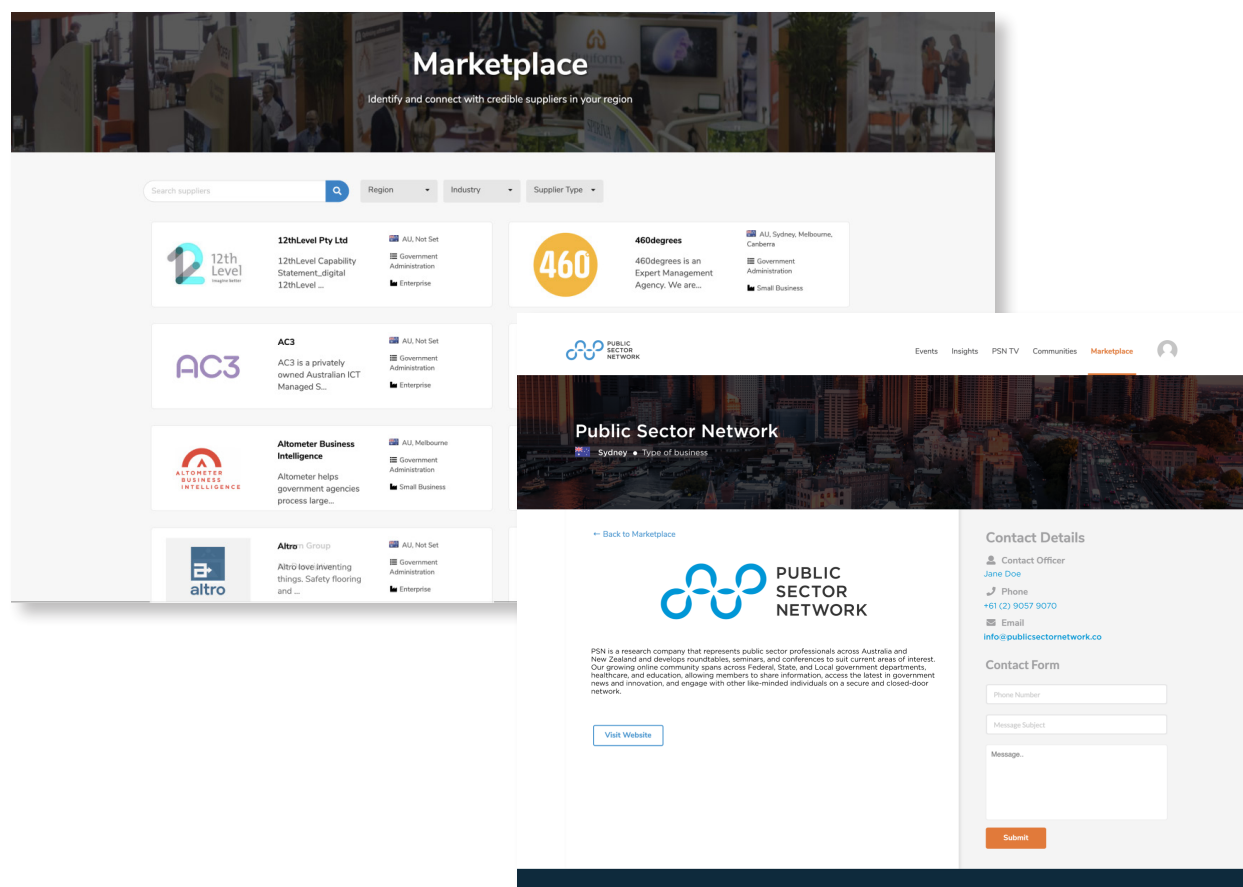
## Advertise and profile your business and solutions online

**\$** 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

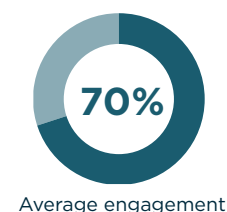
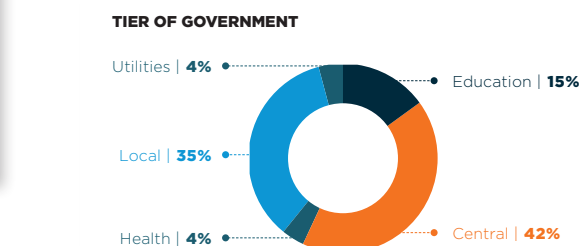
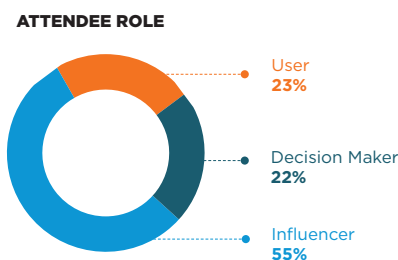
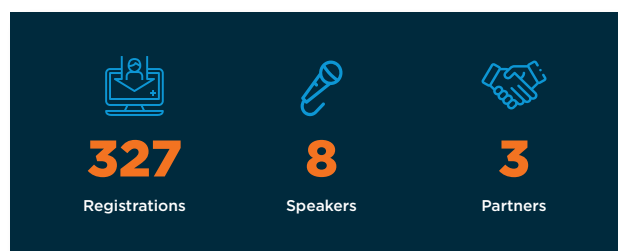
## Profile customers to gain business intelligence

**\$** From \$7,500 +GST

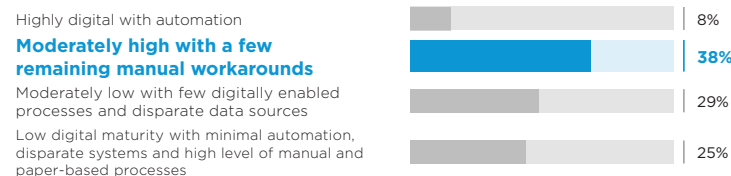
**i** Business intelligence and market insights offer great value, but are typically either hard or expensive to acquire.

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 pre-cursor 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.



### What is your current digital maturity level?



**24**  
Responses

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



# 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.

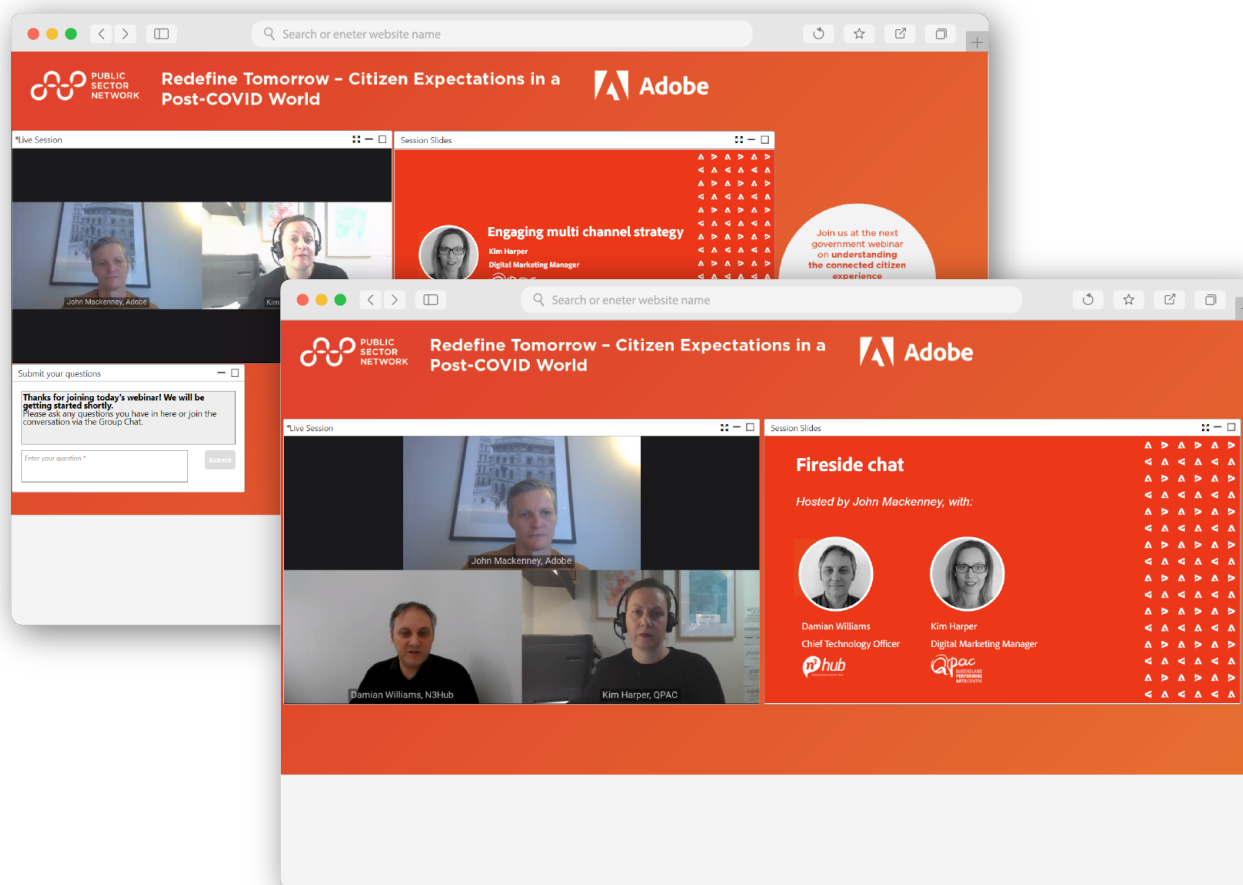
PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

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.

**okta**

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.

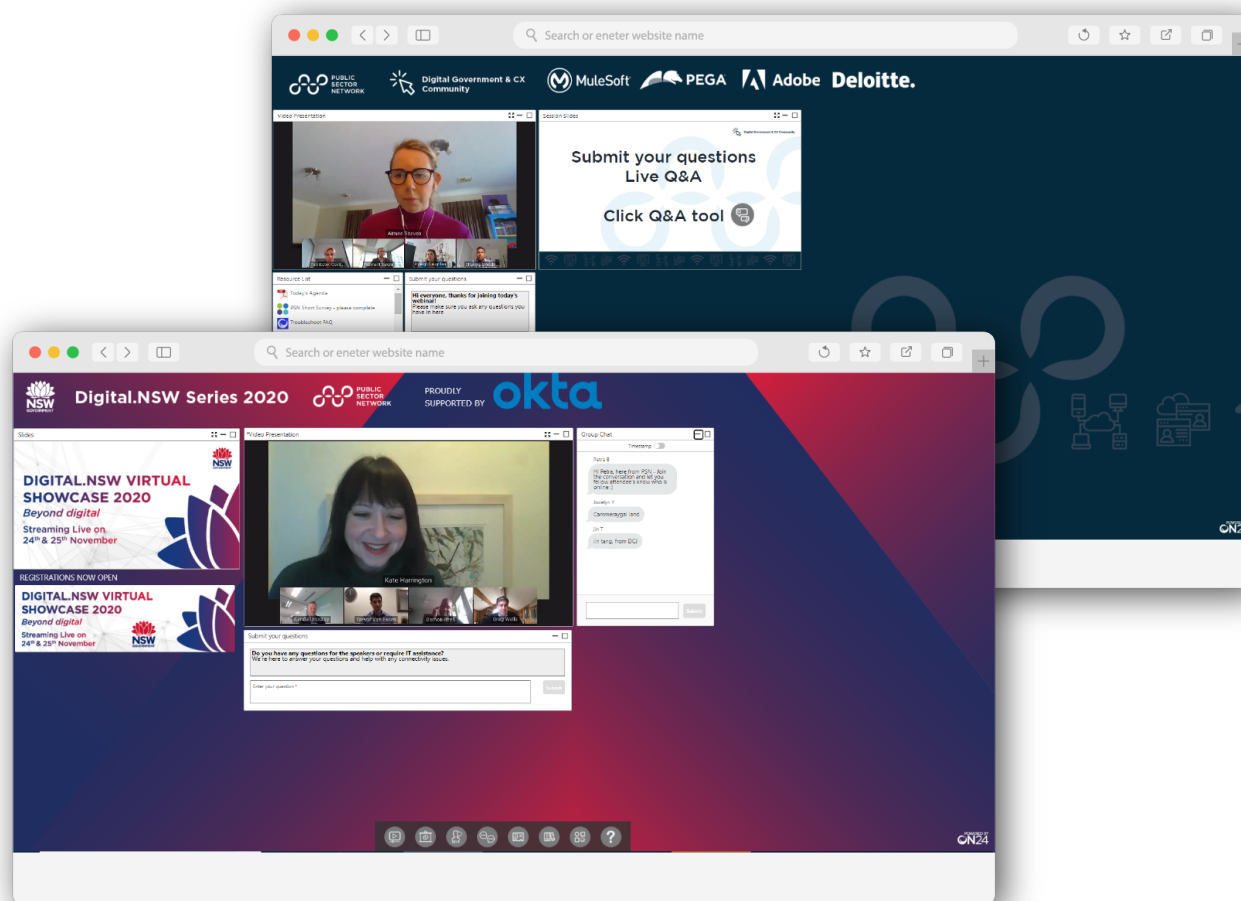
Broken up by audience profile across the 10 communities of practice, the regular, 2-hour sessions provide technical users, departmental professionals and key influencers an opportunity to dial-in and learn about successful government case studies and innovative vendor solutions.

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**



### Speakers




### Key Themes for 2021:

- People and Culture**  
Building a strong public sector culture by focusing on wellbeing, strong workplace planning and increased employee engagement.
- Process and Collaboration**  
Promoting cross-agency approaches, objectives alignment and improved face-to-face engagement through inter-agency formal of meetings.
- Technology and Transformation**  
Leveraging innovation in business management, enterprise architecture and service delivery throughout internal and external partners.
- Data and Analytics**  
Identifying, collecting, and utilising critical data to develop stronger regulation and compliance, improve cyber security and drive evidence analytical capabilities.



# Custom Events (PCO)

 Price on application

 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



accenturesecurity

ApplyDirect

ALLEGIS  
GLOBAL SOLUTIONS™  
An Allegis Group Company



ARA MANUFACTURE

ASG  
AN NRI COMPANY

ASI  
SOLUTIONS

.auDA  
.AU DOMAIN ADMINISTRATION LTD

AUSTRALIA  
POST



aws

accenture

acendré  
attract | develop | retain

ACTIVEOPS

Adobe

Appian

ARUP

athenian

AUTOMATION  
ANYWHERE  
Go be great.

AVEVA

avocado

AT&T Business

BAE SYSTEMS

BlackBerry  
Intelligent Security. Everywhere.

ALBERTA  
BLUE CROSS

BELL GULLY

bluetree  
Cloud Analytics  
Performance Management

Acquia

ashurst

ATLASSIAN

BizHub

blueprism

blueVisions  
certainty. innovation. excellence.

boomi  
A Dell Technologies Business

DELL Boomi

Brace168

business nbn™

BUREAU VAN DIJK  
A Moody's Analytics Company

BUTTONWOOD™

CALUMO  
BUSINESS INTELLIGENT™

CAMMS  
Intelligent performance

Cellebrite

carahsoft

Culture Amp

Cellebrite

CGI

Crazy Might Work

Check Point  
SOFTWARE TECHNOLOGIES LTD

cherwell®



CIPS  
Chartered Institute of  
Procurement & Supply

CISCO

CIVICA

cloudera®

CONCENTRIX™

## Global Partners

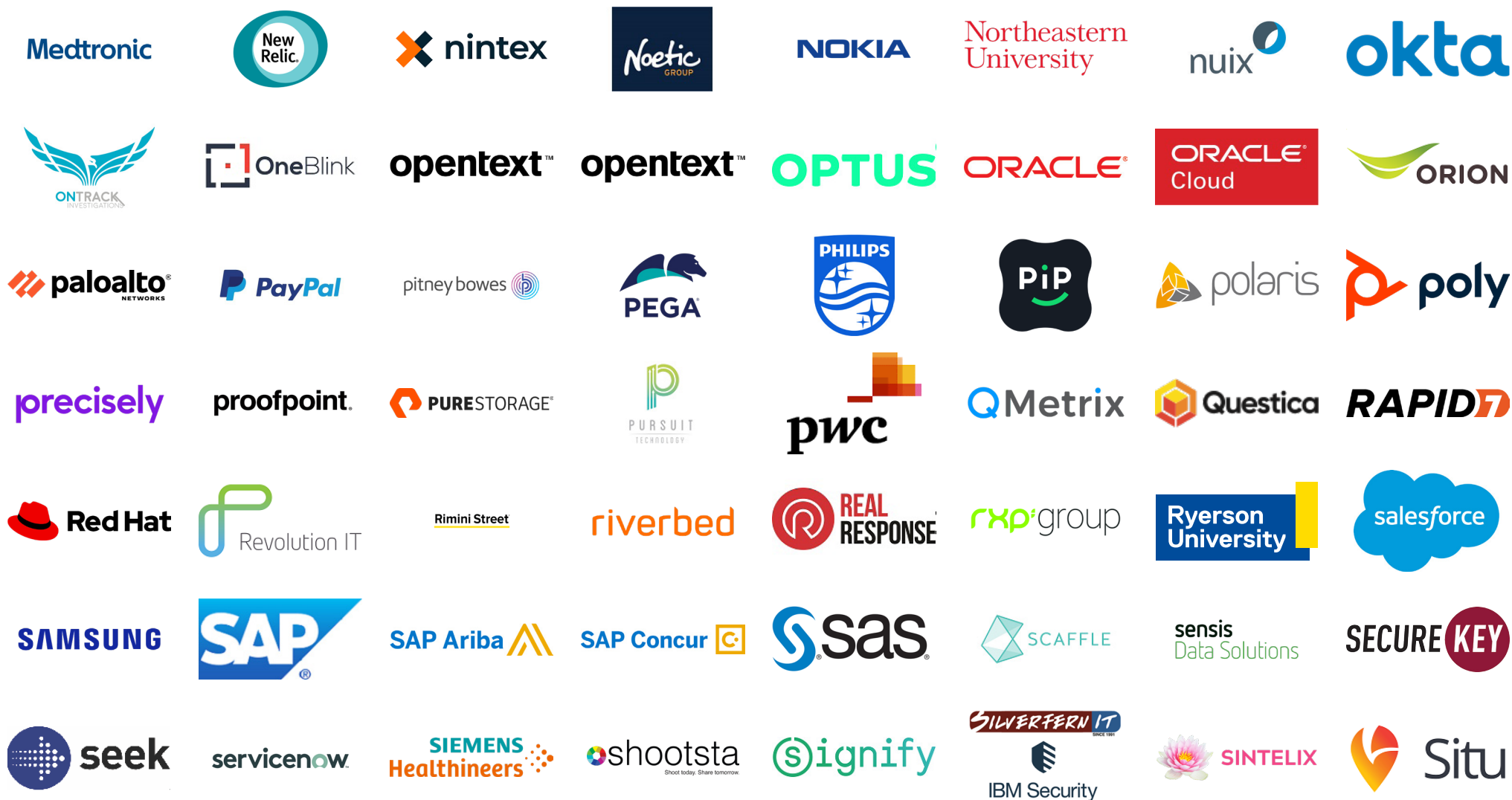


## Global Partners





## Global Partners



## Global Partners



# Get in Contact

CONNECTING GOVERNMENT

[WWW.PUBLICSECTORNETWORK.CO](http://WWW.PUBLICSECTORNETWORK.CO)

## AUSTRALIA / NEW ZEALAND

**P** +61 2 9057 9070

**E** [info@publicsectornetwork.co](mailto:info@publicsectornetwork.co)

## UNITED STATES / CANADA

**P** +1 (647) 969 4509

**E** [contact@publicsectornetwork.co](mailto:contact@publicsectornetwork.co)

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

