



PUBLIC SECTOR NETWORK

Media Kit (2024)

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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



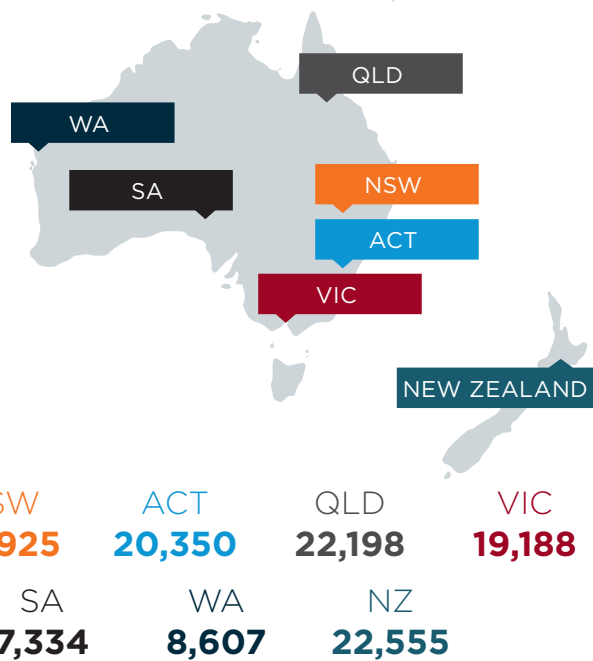
Lead Generation

Meet with qualified prospects and generate pipeline

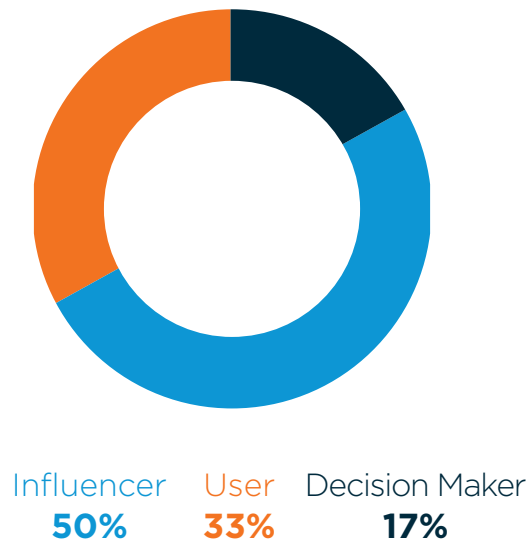
Audience Profile



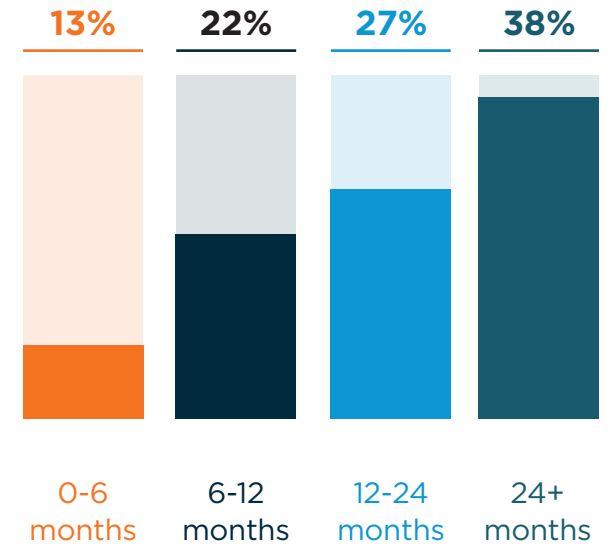
PRIMARY DATABASE



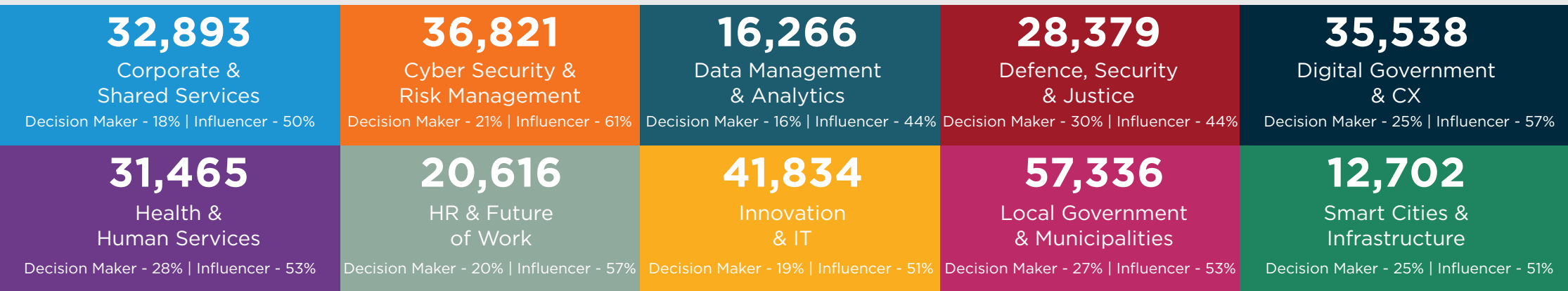
ATTENDEE ROLE



INVESTMENT TIMEFRAME



COMMUNITIES OF PRACTICE DATABASE



Marketplace

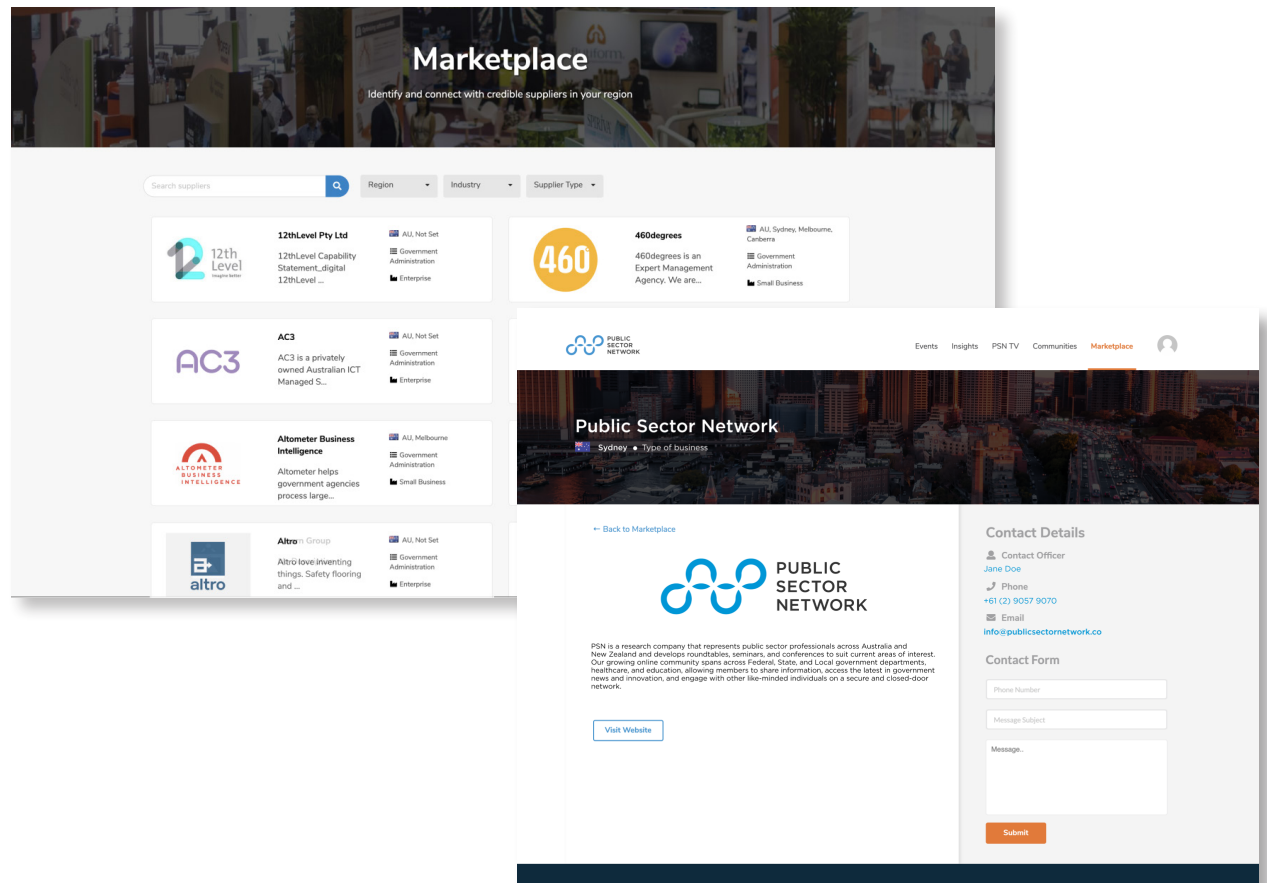
Advertise and profile your business and solutions online

\$ 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.



Podcast

Participate in the Public Sector Podcast as either a speaker, or an advertiser

\$ From \$2,500 +GST

i This global podcast cuts across all 10 communities of practice and is the ideal way to generate brand recognition en masse around the world.

With new episodes every week, the Public Sector Podcast connects you directly to public servants looking to learn from the best and brightest in the industry.

Listen here -



Apple Podcasts Preview



Public Sector Podcast

Public Sector Network

Government

★★★★★ 5.0 • 5 Ratings

[Listen on Apple Podcasts](#)



13 FEB 2022

Public Sector Network - Mark Fam - Episode 20 >

[▶ PLAY](#) 13 min

6 FEB 2022

Public Sector Network - Thomas MacPherson, Brian McPhail - Episode 19 >

Join Thomas MacPherson and Brian McPhail from The Regional Municipality of York as they discuss Unpacking the Risks of Increased Data Reliance. For more great insights head to www.PublicSectorNetwork.co

[▶ PLAY](#) 8 min

20 episodes

The Public Sector Podcast features live talks, exclusive interviews and roundtables with public sector thought leaders from around the world. This podcast is presented by Public Sector Network, a social enterprise designed to help government [more](#)

Newsletter Advertising

Get direct access to your customers' inbox by promoting your content in our newsletters

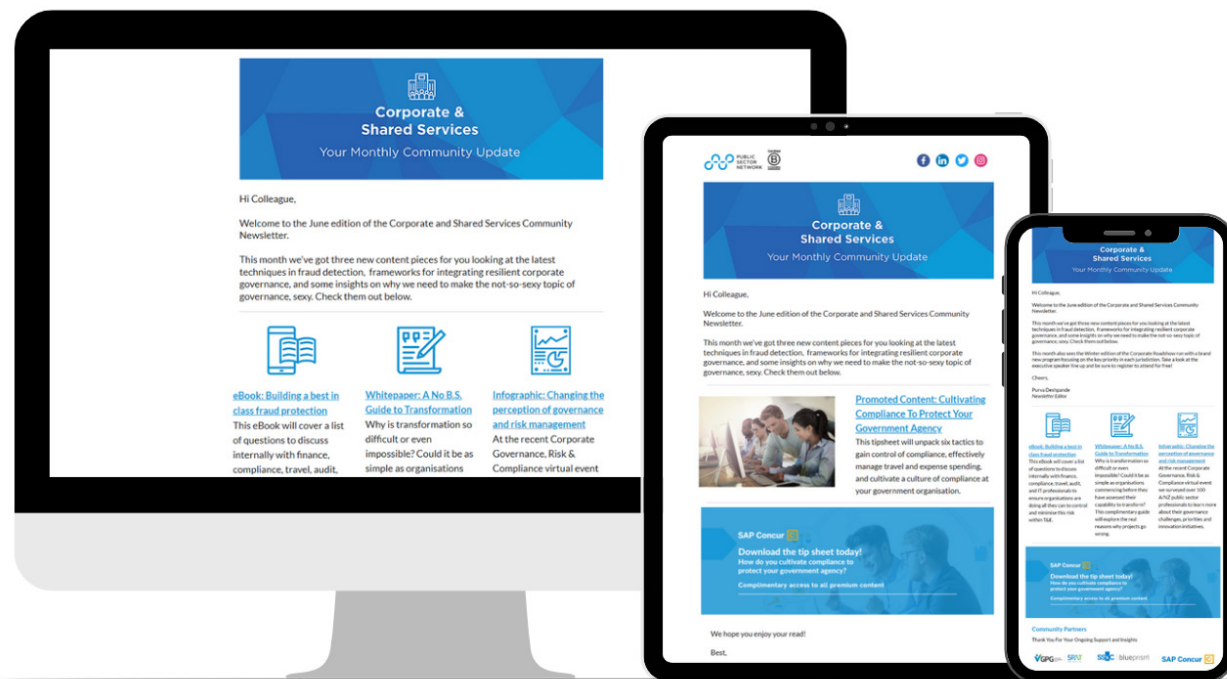
- \$** Featured Content - \$3000
- Banner Ad - \$3000
- Exclusive Solution Partner Package (content plus banner) - \$5000

i Each of Public Sector Network's 10 specialised communities of practice has their own monthly newsletter. Featuring tailored insights, events and community updates, the newsletters are an ideal way for you to deliver specific messages to your target audience.

With higher engagement rates, newsletter advertising is the ideal way for your business to gain access to your customers' inbox and build front of mind awareness. Share a good news story, case study, special offer or other relevant content and have it land directly in the inbox of thousands of public sector professionals.

Our databases are segmented based on community of practice, interest area and job title to ensure that your target market receives your content (database sizes available upon request).

*Note: This is an advertising service. We do not advise, or encourage you to use gated content for lead generation purposes. If this is of interest see Pay-Per-Lead offering on page 17.



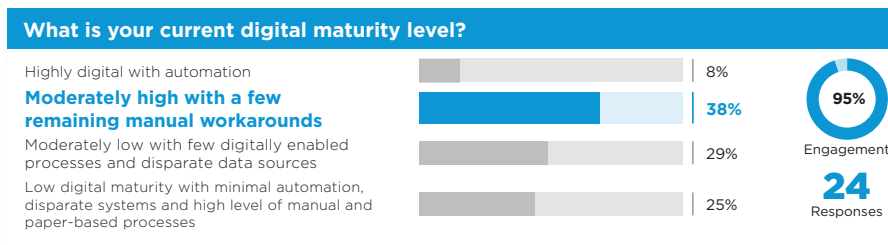
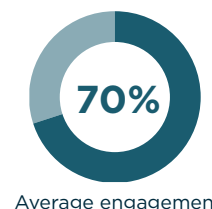
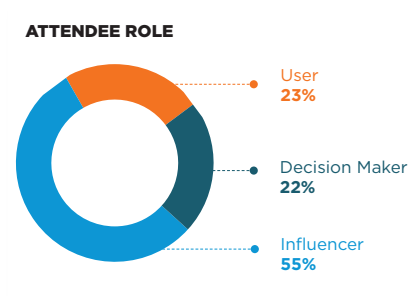
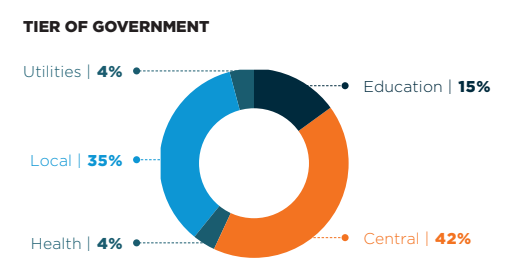
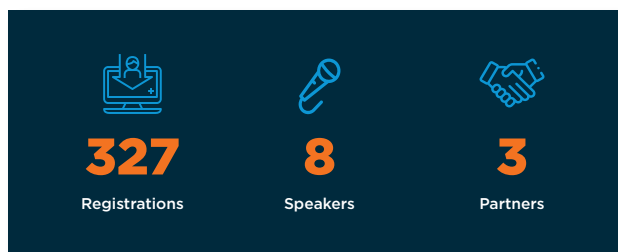
Infographics

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

Category	Percentage
MS365	50%
Information management	20%
Collaboration	20%
Business	10%



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

The information management journey

From a national government perspective, business need to be defined and prioritized to make sure that the capabilities that you need across Microsoft 365 are actually achievable.

Where are you on your MS365 journey? (n=52)

Category	Percentage
MS365	50%
Information management	20%
Collaboration	20%
Business	10%

How are you using Microsoft Teams today? (n=14)

Category	Percentage
Collaboration	70%
Information management	20%
Business	10%

Security & Sovereignty

What this is a timely, timely document to discuss security, sovereignty and data privacy which is highly relevant to the public sector and industry.

Technology Layer | Software as a Service (SaaS) | Platform as a Service (PaaS) | Infrastructure as a Service (IaaS)

Layer	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider
People	Agency	Agency	Agency
Data	Agency	Agency	Agency
Applications	Cloud Service Provider	Agency	Agency
Operating Systems	Cloud Service Provider	Cloud Service Provider	Agency
Virtual Networks	Cloud Service Provider	Cloud Service Provider	Agency
Networks	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider
Services and Storage	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider
Physical networks	Cloud Service Provider	Cloud Service Provider	Cloud Service Provider

The power of data

With increasingly more data, the power of data is becoming a key priority. The new policy has three primary areas of focus: an 'information management' journey, a 'collaboration' journey, and a 'business' journey.

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

Category	Percentage
Information management	50%
Collaboration	20%
Business	30%

Background: GovDC - a remarkable contribution to NSW

2015: GovDC established
2016: GovDC established
2017: GovDC established
2018: GovDC established
2019: GovDC established
2020: GovDC established
2021: GovDC established
2022: GovDC established
2023: GovDC established

A little GovDC history

GovDC has been instrumental in the NSW Government's digital transformation journey. It has provided a secure, sovereign, and scalable platform for the public sector's digital services.

The policy it's all about driving the Commonwealth towards having government data which serves its citizens

David Fickler, Director General, National Archives of Australia

There are other priorities that are possible, and the policy is a 'strategic vision' for the public sector's digital services. It is a vision that is focused on the public sector's digital services, and it is a vision that is focused on the public sector's digital services.

Webinars

Reach a diverse audience nationwide



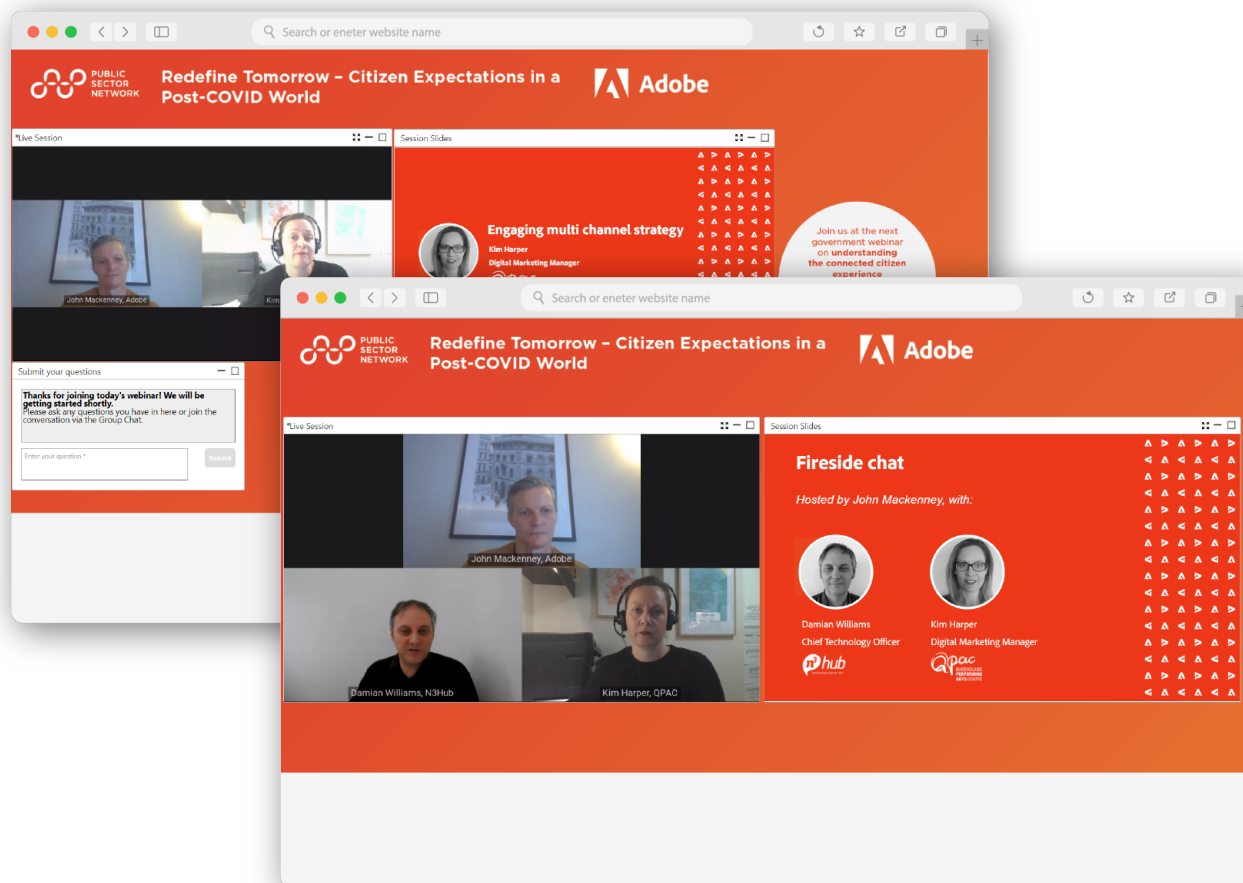
Very well run. Great participation and good sized crowd. Very happy with this.
Okta

\$ 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.



Virtual Events

Reach a national audience



Great event, highly engaged audience
Microsoft

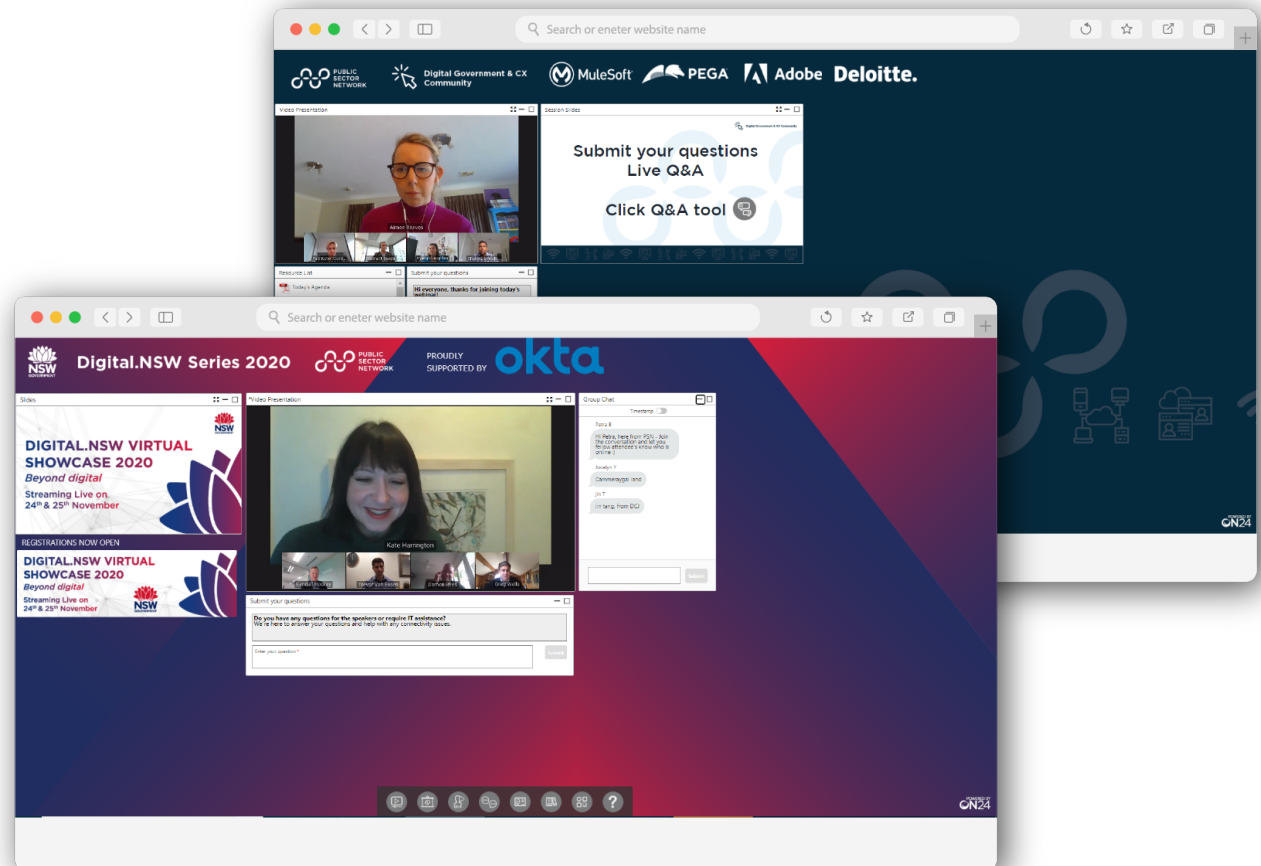
\$ \$2,500 - \$10,000

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.



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



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

\$ \$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.



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



Innovate ACT
Part of the Public Sector Innovation Series

Collaborate | Ideate | Innovate

Wednesday 16 June 2021
National Convention Centre, Canberra

HYBRID EVENT

Speakers

Randall Brugaud Chief Executive Officer Digital Transformation Agency	Ramez Kati Second Commissioner and Chief Information Officer Australian Taxation Office	Dr Phillip Gould Acting First Assistant Secretary, Health Economics and Research Division Department of Health	Michael Ross Chief Information Officer Australian Fisheries Management Authority
Debbie Platz Assistant Commissioner People & Culture Australian Federal Police	Collin Hunter First Assistant Secretary, Resource Operations Division, Department of Agriculture, Water and the Environment	Maria Mischavlevic Chief Digital Officer, Services Australia	Jocanna El Hachem Assistant Secretary, Shared Services & Technology - Chief Operating Officer Division, Department of Veterans Affairs
Charles McHardie Deputy Chief Executive Officer, Transformation Projects, Services Australia	Dr Simon Barry Director DATAES, CSIRO	Sally Miles Assistant Secretary, Data, Analytics and Policy Department of Infrastructure, Transport, Regional Development and Communications	Sam Balleman Deputy Director Innovation, Government Digital Service (GDS)
Deborah Anton Former National Data Commissioner, Department of the Prime Minister and Cabinet	Nathan Hamilton General Manager, People Operations and Digital Division, Department of Industry, Science, Energy and Resources	Dr David Green Australian Statistician, Australian Bureau of Statistics	Wes Norris Chief Executive Officer, Australian Fisheries Management Authority
	TBA Head, Digital Technology Initiatives, Department of the Prime Minister and Cabinet	Elizabeth Kelly PSM Deputy Secretary, Department of Industry, Science, Energy and Resources	
	Mike Webb Chief Information Officer of the Treasury	Neil Hogg Chief People Officer, Department of Agriculture, Water and the Environment	
	Jeremy Gordon Chief Economist, Department of Foreign Affairs and Trade	Robert Hanton Chief Executive Officer, Department of Industry, Science, Energy and Resources	
		Kate Cameron Acting Chief Executive Officer, Office of Industry Innovation and Science Australia	

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 changes.
- Technology and Transformation**
Leveraging innovation in business management, enterprise architecture and service delivery throughout internal and external services.
- Data and Analytics**
Identifying, collecting and utilising critical data to develop stronger regulation and compliance, improve cyber security and drive evidence 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



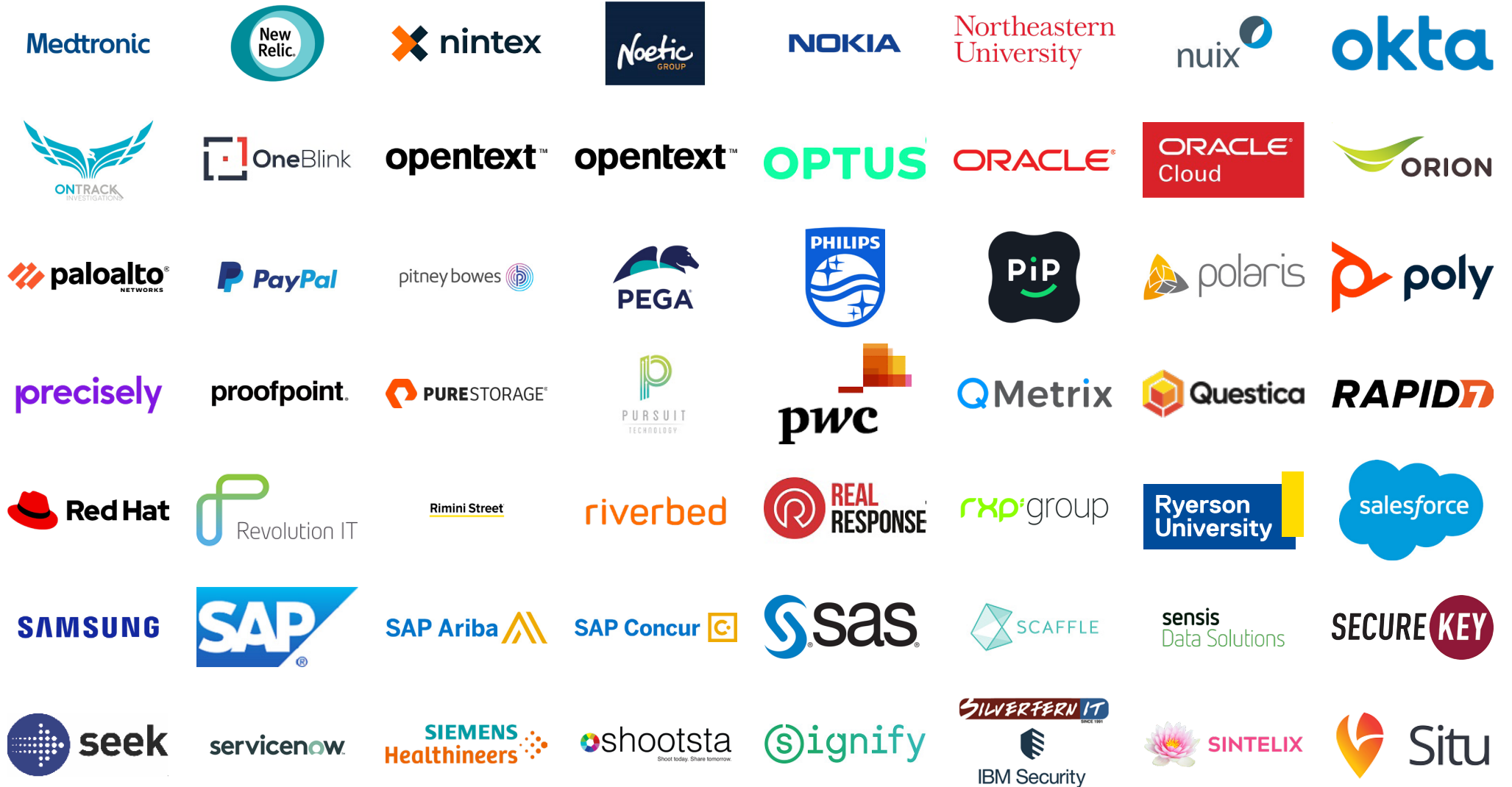
Global Partners



Global Partners



Global Partners



Global Partners



Get in Contact

CONNECTING GOVERNMENT

WWW.PUBLICSECTORNETWORK.CO

AUSTRALIA / NEW ZEALAND

P +61 2 9057 9070

E info@publicsectornetwork.co

UNITED STATES / CANADA

P +1 (647) 969 4509

E contact@publicsectornetwork.co

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

