# USA Prospectus 2022
# **SLED Government**

**Throughout 2021, public sector leaders have continued to show resilience and to innovate despite persistent challenges. Over the past year we have seen how public sector leaders have been at the forefront of change and have adapted to unprecedented circumstances with unmitigated courage and conviction. This past year has only reinforced the need for public sector engagement and innovation – further fueled by intractable challenges such as COVID-19 and Climate Change.**

Those very challenges however provide us with opportunities. As we pivot towards 2022 - and redouble our efforts to be a force for positive change throughout the public sector – Public Sector Network will look to galvanize, educate, and inspire public servants across the US. We will explore and address challenges ranging from cybersecurity to data governance, from digital transformation and IT integration, to DEI initiatives and the Future of Work, and of course public health and social justice. It is incumbent upon public sector leaders nationwide to continue to be at the vanguard of change and innovation – and Public Sector Network's series of Community-focused, and led, programs have been designed with that in-mind.

So where do we go from here? How do you ensure that you are staying up to date on everything happening throughout the public sector, and continuing to engage with your public sector peers – in both virtual and in-person formats?

Public Sector Network will provide a series quarterly virtual events dedicated to keeping public sector leaders plugged in and with their finger on the pulse of change. By showcasing a range of perspectives and solutions through case studies, panel discussions, fireside chats, and keynote speeches – you have the opportunity to learn from public sector leaders, share your initiatives, and continue to build the relevant and necessary communities that will help to impact the challenges of today and tomorrow.

- Engage with key government executives and public sector leaders including both decision makers and direct influencers in the following Communities: IT & Innovation, Data Management & Analytics, Digital Government & Citizen Experience, Cyber Security & Risk Management, and Human Resources & Future of Work

- Meet with representatives from State, Local, Tribal, & Territorial Government Departments and Agencies from around the United States

- Explore and understand the pressing challenges and obstacles plaguing your potential clients

- Promote your brand as an industry leader and forge lasting relationships

- Leverage on-going discussions and collateral distribution opportunities through PSN's community platform

- Participate how you feel most comfortable – Virtual, In-Person, or Both!

# How We Help

**Digital events provide a unique platform for public servants — across different tiers, provinces, agencies and departments — to meet and discuss innovative case studies and solutions.**

They also provide a fantastic opportunity for vendors to identify, engage and educate a diverse group of buyers that are typically difficult to reach.

Our audience profile is typically made up of mid-level managers to senior executives who are responsible for major projects, supplier selection and spend.

Public Sector Network runs four events per quarter – ensuring a regular touchpoint in the market.

" **The information was very practical and highlighted everyday issues we encounter. I** believe case studies help a lot in making the case for some of the more abstract concepts. The live examples and real scenarios were really useful.

Broward County Government

## At **Public Sector Network** we help our customers with

### Thought Leadership

Demonstrate your capabilities and share your stories and case studies via our high-impact physical events and digital channels.

### Brand Awareness

Raise the visibility of all your services by promoting your brand message via our high-impact channels.

### Lead Generation

Develop targeted leads and turn them into sales opportunities through detailed audience profiling and polling.
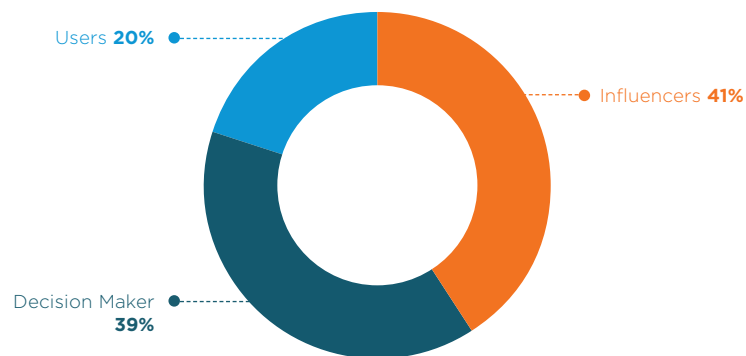
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# Audience Profile

## STATE GOVERNMENT

### 20,000+
**Contacts**

## LOCAL GOVERNMENT

### 34,200+
**Contacts**

### 31%
**are actively exploring new technologies when they attend our events**

## ATTENDEE ROLE

Users **20%**

Influencers **41%**

Decision Maker **39%**

## INVESTMENT TIMEFRAMES

44%

24%

17%

12%

0-6 months | 6-12 months | 12-24 months | 24+ months
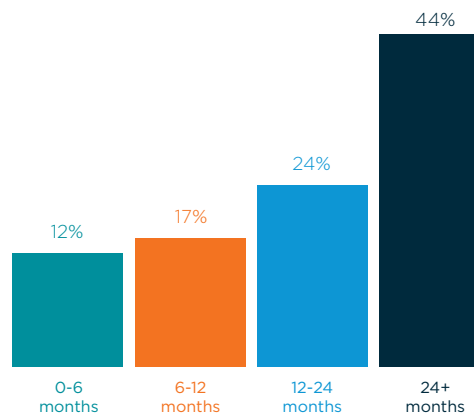
### 57%
**are open to hearing about compelling technology in the field**

## COMMUNITY DATABASE

| 5,000+ Cyber Security & Risk Management | 3,000+ Data Management & Analytics | 4,000+ Digital Government & CX | 3,000+ HR & Future of Work | 6,000+ Innovation & IT |

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# Featured Speakers of 2021

**AZ**
CLINT CHANDLER
Deputy Director
Arizona Department of Water Resources

**AZ**
JEFFREY GLOVER
Chief of Police
City of Tempe

**AZ**
COLLEEN MCMANUS
Former-Chief Human Resources Officer & Special Consultant
State of Arizona

**CA**
J. JOSH GUEVARA
Deputy Director of Public Works
City of San Jose

**CA**
AJAY GUPTA
Chief Digital Transformation Officer
State of California DMV

**CA**
BRENDAN MURPHY
Chief of Administration
California Department of Human Resources

**CO**
KAREN NIPARKO
Chief Human Resources Officer
City & County of Denver

**FL**
RAIMUNDO VAZQUEZ
Director of Information Technology / Chief Innovation Officer
City of Coral Gables

**GA**
DR. TINA WILSON
Deputy CFO
City of Atlanta

**IL**
TOBENNA EGWU
Deputy Director of Research Operations & Innovation
Cook Co. Government

**LA**
MARK P. SMITH
Inspector General - Office of the Inspector General
Los Angeles Police Commission

**MA**
STEFANIE COSTA LEABO
Chief Data Officer
City of Boston

**MI**
AUTUMN EVANS
Deputy Director of Digital Inclusion
City of Detroit

**NC**
PATTI BOWERS
DSCIO & Chief Procurement Officer
North Carolina Department of Information Technology

**NJ**
POONAM SOANS
Chief Data Officer & Director of Application Development
State of New Jersey

**NY**
MARJORIE A. CADOGAN
Executive Deputy Commissioner, Office of Citywide Health Insurance Access
NYC Human Resources Administration

**NY**
ALEX CROHN
Executive Director at the Office of Research & Innovation
NYPD

**NY**
MARC FRANZONI
Director, Strategy & Operations
New York State

**NY**
OSWALDO MESTRE JR.
Chief Service Officer & Director of Citizen Services
City of Buffalo

**PA**
SHEILA IRELAND
Deputy Secretary, Workforce Development, Department of Larbor & Industry
Commonwealth of Pennsylvania

**PA**
TOM SWANSON
Deputy Chief Information Officer, Office of Innovation & Technology
City of Philadelphia

**PA**
ELIZA POLLACK
Director of Innovation
City of Philadelphia

**SF**
AMARDEEP PRASAD
Director of Civic Innovation
City & County of San Francisco

**TN**
ALEX SMITH
CHRO
City of Memphis

**TX**
ED KELLY
CDO
State of Texas

**TX**
DR. BRIAN GARDNER
Chief Information Security Officer
City of Dallas

**VA**
DR. RASHALL BRACKNEY
Chief of Police
City of Charlottesville

**VA**
CARLOS RIVERO
CDO
Commonweatlh of Virginia

**VA**
JONATHAN XAVIER OZOVEK
Chief Operating Officer
Virginia Information Technologies Agency

**WA**
MICHAELA G. DOELMAN
Chief Human Resources Officer, Employment Security Department
State of Washington

**WA**
ELISA T. YOUNG
Esq., Director, Equity & Policy
City of Seattle

**WA**
ROBIN VAZQUEZ
Workforce Planning & Strategy Chief, OFM
State of Washington

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# *Virtual* **Events Schedule 2022**

| **Q1:** | **Q2:** | **Q3:** | **Q4:** |
|---|---|---|---|
| **Government IT Insights:** Winter Edition **January 19** | **Government Data Insights:** Spring Edition **April 6** | **Government Procurement Transformation Insights:** **September 7** | **Government Digital Insights:** Summer Edition **October 27** |
| **Government Data Insights:** Winter Edition **January 26** | **Government IT Insights:** Spring Edition **May 11** | **Government Data Insights:** Summer Edition **September 28** | **Government IT Insights:** Fall Edition **October 28** |
| **Government Cyber Insights:** Winter Edition **March 2** | **Government HR Insights:** Spring Edition **May 18** | **Government Cyber Insights:** Summer Edition **September 29** | **Government Data Insights:** Fall Edition **November 30** |
| **Government HR Insights:** Winter Edition **March 9** | **Government Cyber Insights:** Spring Edition **June 8** | | **Government Digital Insights:** Fall Edition **December 1** |
| **Government Digital Insights:** Winter Edition **March 30** | **Government Digital Insights:** Spring Edition **June 15** | | **Government HR Insights:** Fall Edition **December 7** |
| | | | **Government Cyber Insights:** Fall Edition **December 8** |

"

# Really appreciate the opportunity to hear from other governments.

King County

# USA
# SLED Virtual Events

| CORPORATE | CYBER | DATA | DIGITAL | HR | IT |
|---|---|---|---|---|---|
| Sep 7 | Mar 2 \| Jun 8 \| Sep 29 \| Dec 8 | Jan 26 \| Apr 6 \| Sep 28 \| Nov 30 | Mar 30 \| Jun 15 \| Oct 27 \| Dec 1 | Mar 9 \| May 18 \| Dec 7 | Jan 19 \| May 11 \| Oct 28 |

## Agenda Overview

Virtual events take place quarterly, bringing together 200+ key influencers and technology users from a range of local and state departments.

Delegates participate online to share ideas, benchmark, and network on a national scale — providing a unique opportunity to digitally engage and educate a national audience.

The program will feature key current projects and updated strategies, with three presentations and two high-level panel discussions providing critical industry updates.

## Who should attend?

These programs are designed for the entire community, bringing together 200+ key influencers and technology users to benchmark, network and share ideas on a national scale.

## Agenda

| | | | | |
|---|---|---|---|---|
| 12:00pm ET | PSN Opening | | 1:25pm ET | Refreshment Break |
| 12:05pm ET | Chair Welcome | | 1:30pm ET | Vendor Keynote (Platinum Partner) |
| 12:20pm ET | Government Keynote | | | |
| 12:40pm ET | Government Case Study | | 1:45pm ET | Two Concurrent Panel Discussions (Silver Partners) |
| 12:55pm ET | Vendor Keynote (Platinum Partner) | | 2:15pm ET | Close |
| 1:10pm ET | Government Case Study | | | |

## Reasons to Attend

- Hear from leading executives about their current projects
- Digitally engage and educate a national audience
- Demonstrate thought leadership and share your value proposition
- Generate qualified sales leads for post-event follow up

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# *Virtual* **Packages**

| SPONSORSHIP PACKAGES | CHAIR | PLATINUM | GOLD | SILVER |
|---|---|---|---|---|
| **AVAILABILITY** | 1 | 1 | 1 | 2 |
| **EVENT CHAIR** | Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks | - | - | - |
| **KEYNOTE PRESENTATION** | Provide the opening keynote address (15 minutes) | Elevate your brand with the first partner speaker slot (15 minutes) | - | - |
| **SPOTLIGHT PRESENTATION** | - | - | Elevate your brand with the second partner speaker slot (15-minutes) | - |
| **PANEL INVOLVEMENT** | Moderate the closing panel discussion | - | - | Influence the conversation by participating on the closing panel discussion |
| **DEMAND GENERATION** | Receive all opt-in leads, including delegate polling and profiling | Receive all opt-in leads, including delegate polling and profiling | Receive all opt-in leads | Receive all opt-in leads for all live attendees |
| **BRANDING** | Sponsor's logo identified as **Event Chair Sponsor** with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF) | Sponsor's logo identified as **Platinum Sponsor** with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF) | Sponsor's logo identified as **Gold Sponsor** with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF) | Sponsor's logo identified as **Silver Sponsor** with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF) |
| **MARKETING** | Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter) | Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter) | Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter) | Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter) |
| **RESOURCES** | 3 x Downloadable Resources available for delegates | 2x Downloadable Resources available for delegates | 1x Downloadable Resource available for delegates | 1x Downloadable Resource available for delegates |
| **SPOTLIGHT INTERVIEW** | Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter)  max 500 words | Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter)  max 400 words | Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 300 words | - |
| **CONTENT** | • Post-show Report<br>• Exclusive branding & promo of event insights | • Infographic<br>• Co-branded content highlighting key polling statistics | • Infographic<br>• Co-branded content highlighting key polling statistics | - |
| **PRICE** | **$17,500** | **$15,000** | **$10,000** | **$7,500** |

## Public Sector Innovation Series
### Transforming Government Through Technology-Driven Initiatives

**The Public Sector Innovation Series (PSIS) is designed as in-person, large scale events held across one full-day. Featuring a conference and exhibitions that bring together a dedicated group of senior level public sector leaders to address the most pressing issues facing the public sector in the world of innovation.**

Held across the country, these shows are 'must-attend' events for public servants; providing an opportunity to meet with their peers and hear from credible service providers and industry partners.

Each program will feature the latest initiatives from throughout each host-state; sharing insights via keynote presentations, case studies, panel discussions, and fireside chats. To provide additional perspective – concurrent tracks will address more specific topics and challenges in the worlds of technology, people, data & process faced by public sector leaders today. This allows us to further segment the audience based on their roles, responsibilities, and areas of passion.

Complimenting the program will be an exhibition and networking area – showcasing the latest in emerging technologies and public sector relevant solutions. Engage with leaders more directly through private lunches and co-located roundtable conversations. We'll also save time for some levity during our Networking Luncheon & Breaks, and wrap-up the day with a libation or two during our Networking cocktail reception.

The Public Sector Innovation Series is your opportunity to engage with executive-level State leaders from around the country including California, Virginia, New York and more. Engage with key government decision makers, explore the scope and structure of existing initiatives, and engage directly to develop mutually beneficial relationships.

## Agenda Overview

| Time | Session |
|---|---|
| **8:00am** | Registration |
| **9:00am** | Welcome from the Public Sector Network |
| **9:10am** | Welcome from the Chair |
| **9:20am** | Government Address |
| **9:30am** | Government Keynote |
| **9:50am** | Government Keynote |
| **10:10am** | Partner Session |
| **10:30am** | Panel Discussion |
| **11:00am** | Refreshment Break |
| Event split into two tracks (same structure for both Tracks) | |
| **11:30am** | Welcome from the Track Chair |
| **11:45am** | Government Keynote |
| **12:05pm** | Partner Session |
| **12:25pm** | Panel Discussion |
| **12:55pm** | Networking Lunch |
| Event split into two tracks (same structure for both Tracks) | |
| **1:55pm** | Welcome from the Track Chair |
| **2:10pm** | Government Keynote |
| **2:30pm** | Partner Session |
| **2:50pm** | Panel Discussion |
| **3:20pm** | Refreshment Break |
| **3:30pm** | General Session |
| **3:35pm** | Government Keynote |
| **3:55pm** | Partner Session |
| **4:15pm** | Panel Discussion |
| **4:45pm** | Closing Remarks & Networking |

*In-Person* **Public Sector Innovation Series 2022** 💡

## Q1:

### Government Innovation California

**Sacramento |** February 22

### Government Innovation Virginia

**Richmond |** March 16

## Q2:

### Government Innovation New York

**Albany |** May 3

### Government Innovation Washington

**Tacoma |** May 25

### Government Innovation Massachusetts

**Boston |** June 30

## Q3:

### Government Innovation Pennsylvania

**Harrisburg |** September 14

## Q4:

### Government Innovation Texas

**Austin |** October 20

### Government Innovation Arizona

**Phoenix |** November 16

# *Public Sector Innovation Series* **Packages** 💡

| SPONSORSHIP PACKAGES | DIAMOND | SAPPHIRE | PLATINUM | GOLD | SILVER | EXHIBITOR |
|---|---|---|---|---|---|---|
| **AVAILABILITY** | 1 | 2 | 2 | 4 | 4 | 4 |
| **SPEAKING** | Main Stage Chair (including opening remarks, Q&A and panel moderation) | Track Chair (including opening remarks, Q&A and panel moderation) | Main Stage Keynote | Track Keynote | Track Panel Position | - |
| **BRANDING** | Recognition as **Diamond Sponsor** & logo in event collateral

Logo & company profile on Attendee App | Recognition as **Sapphire Sponsor** & logo in event collateral

Logo & company profile on Attendee App | Recognition as **Platinum Sponsor** & logo in event collateral

Logo & company profile on Attendee App | Recognition as **Gold Sponsor** & logo in event collateral

Logo & company profile on Attendee App | Recognition as **Silver Sponsor** & logo in event collateral

Logo & company profile on Attendee App | Recognition as **Exhibition Sponsor** & logo in event collateral

Logo & company profile on Attendee App |
| **LEADS** | Receive all opt-in leads, including delegate polling and profiling | Receive all opt-in leads (Track Only), including delegate polling and profiling | Receive all opt-in leads | Receive all opt-in leads (Track Only) | Receive opt-in leads (Track Only) | Scanned leads |
| **TICKETS** | 4 | 3 | 3 | 2 | 2 | 2 |
| **EXHIBIT/ MEETING AREA** | Furnished Attendee Lounge Premium space | Preferred Space | Preferred Space | Standard space | Standard space | Standard space |
| **PRICE** | **$40,000** | **$25,000** | **$20,000** | **$15,000** | **$10,000** | **$5,000** |

# *Public Sector Innovation Series* **Upgrades**

Boost your presence and profile onsite by taking advantage of one of our additional sponsorship opportunities

*Sponsorship opportunities will only be available in line with Covid Safe guidelines.*

| Networking Lunch | Networking Drinks | Coffee Carts | Lanyards |
|---|---|---|---|
| Secure an exclusive opportunity to host key speakers and delegates at a private sit-down lunch | Be the brand that helps relax and unwind by sponsoring the Networking Drinks | Keep your brand and attendees on-the-go with our Coffee Cart sponsorship | Remain front of mind by ensuring your logo is worn by every delegate onsite |
| **$20,000** | **$15,000** | **$10,000** | **$5,000** |

# *Custom* **Packages**

## Guaranteed Route-to-Market

Public Sector Network's Digital Media portfolio combines custom content creation and top-level online lead generation to support your specific marketing initiatives.

Public Sector Network is able to research, design and deliver your content directly to our engaged government audience that has been built via our complimentary events, editorial and online training.

This enables you, our partner, to identify your target demographic and get your message to our communities at a national, regional, themed or vertical level. Take advantage of this engaged community to create an integrated online program that gives you maximum visibility to a wide target audience.

### Whitepapers (From $15,000)

Our audience are increasingly looking to knowledge-led solution providers for answers to their business challenges.

Whitepapers – when well-written and applied – are one of the most powerful tools in the sales and marketing toolkit, as they help make companies more credible.

From your detailed brief, we engage our in-house team to research and produce the necessary content, helping position your organization as a thought leader, aiding the selling process by informing and educating the prospect base and generating qualified sales leads.

### Webinars (From $15,000)

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.

PSN will help you with delivering the right topic to the right audience, deliver pre- and post-production, hosting the webinar (both live and on-demand), recruiting senior-level industry speakers, and digital marketing (including email-direct) to attract an audience. You will also receive webinar reporting and analytics after the event.

### Roundtables (From $20,000)

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 two hours and put you at the center 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 participate to solve their critical business challenges and learn from credible suppliers that can help them with difficult and critical projects.

(Available virtual and in-person)

# Custom Events

These invitation-only events will bring together key decision makers and influencers across the United States of America.

Under the Chatham House Rule, this peer-to-peer discussion enables critical updates and facilitates connection and collaboration across relevant agencies. The program will run for 60 to 90 minutes — providing significant value in a short and succinct format.

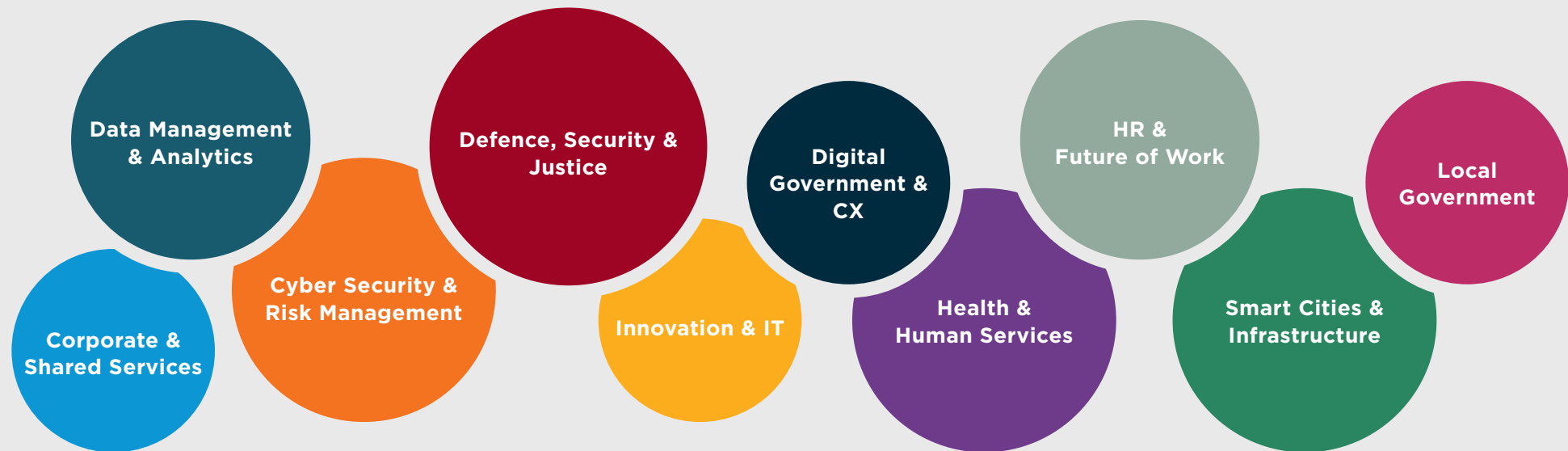60 - 90 minutes duration

Interactive format

Industry specific

Invitation only

Peer-to-peer discussion

Data Management & Analytics

Corporate & Shared Services

Cyber Security & Risk Management

Defence, Security & Justice

Innovation & IT

Digital Government & CX

Health & Human Services

HR & Future of Work

Smart Cities & Infrastructure

Local Government

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# 2021 Partners

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**"**

**It is so inspirational to hear people who are walking the their talk in the [government] workplace.**

California Department of Housing & Community Development

**"**

**Very compelling to hear other leaders around the country** trying to tackle these difficult questions and opportunity to hear what has worked (or not) and spark ideas for our own communities.

City of Richmond, VA

**"**

**The presenters were exceptional on all topics and discussions.** The tools and resources shared were very helpful.

California State Controller's Office

**"**

**Great insights from the speakers - very simple and actionable,** which peers can use.

EY

# About Public Sector Network

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**Public Sector Network** is a research company that represents public sector professionals across Australia, Canada, New Zealand, and the USA. We develop research, roundtables, events, and webcasts to suit current areas of interest to government agencies and their suppliers.

The public sector consistently faces shrinking budgets and growing expectations, forcing them to be one of the most innovative and resourceful industries in the world.

Regardless of department, agency, level of government or geography, public sector employees are all striving to tackle similar challenges and priorities.

**Public Sector Network is proudly B Corp certified**

We put equality at the top of our agenda – we wish to reduce levels of poverty, create healthier environments, build stronger communities and empower jobs with dignity and purpose. As a B Corp organization, we are committed to high standards of social and environmental performance, public transparency, and legal accountability.

Public Sector Network brings together public and industry partners, in an open forum, to help deliver fair and collaborative alliances.

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

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