

Research Champion

The Research Champion program is a unique opportunity for our professional services firms, associations, and technology providers to participate in APQC research. Our best practice studies are a way for organizations to come together in a collaborative environment to learn and share best practices in a specific area. The Research Champion program allows you to gain unparalleled access to this learning and APQC's data, research, and audience. Our studies cover topics related to:

- business excellence,
- financial management,
- human capital management,
- knowledge management,
- process management,
- innovation,
- product development, and
- supply chain management.

Benefits

As a Research Champion, you have the opportunity to align with APQC for six to eight months on a research topic in order to:

- **build brand awareness**—your organization's name and logo will be used in all promotions around the study and the final report will be showcased in our Knowledge Base, which includes more than 65,500 registered professionals;
- **develop thought leadership**—use the raw data, case studies, and final report to position yourself as a thought leader in the marketplace and as a resource to create content geared specifically for your clients;
- **access intellectual property**—attend site visits and access data collection tools and case studies at a level available to no other professional services firm, association, or technology provider; and
- **build relationships**—connect and network with potential clients in an intimate setting to build deeper, more meaningful contacts.

Deliverables

- **Speaking opportunities**—present at APQC-hosted Webinars throughout the study including during the initial kickoff meeting and keynote at the Knowledge Transfer Session.
- **Final report**—unlimited use and rights to distribute to your audience, provide commentary, and be listed as a co-author, as well as access to the final report two weeks prior to public release.
- **Advertising and promotion**—we will incorporate your organization's logo, Web site link, and profile as we promote the study to our audience.

Pricing

The Research Champion is a fee-based role. Contact Cathy Hill at chill@apqc.org or +1-713-685-4652 or 1-800-776-9676 for pricing.

