

APQC SPONSORED RESEARCH

The APQC sponsored research 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. This program allows you to gain unparalleled access to this learning and APQC's data, research, and audience. Our studies cover topics within:

- ◆ financial management
- ◆ human capital management
- ◆ knowledge management
- ◆ process and performance management
- ◆ innovation
- ◆ product development
- ◆ supply chain management

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56 percent of companies use benchmarks and best practices for business development and 89 percent use it to enhance thought leadership.

—Source: Realizing Results: The Evolving Role of Benchmarks & Best Practices, APQC
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BENEFITS



Build brand awareness – your organization's name and logo will be used in all promotions around the study and the final report showcased in our Knowledge Base which has almost 200,00 registered professionals



Develop thought leadership – use the raw data, case studies, and final report to position yourself as a resource in the marketplace and create content geared specifically for your clients



Access intellectual property – attend site visits, access data collection tools, and case studies at a level no other professional services firm, association, or technology provider can access



Build relationships – connect and network with potential clients in an intimate setting to build deeper, more meaningful contacts

DELIVERABLES

- ◆ **Speaking opportunities** – Present on an APQC hosted webinar at the conclusion of the project
- ◆ **Co-branded content** – For each project, a minimum of one primary research paper or report, 3 to 5 other content items, which could include case studies, benchmarks, infographics, tools and templates. All research completed, as well as recordings from the webinars can be used as part of the unlimited perpetual royalty-free license to re-use this information
- ◆ **Advertising and promotion** – Your organization's logo, web site link, and profile will be used as we promote the study to our audience

PRICING

APQC sponsored research is a fee-based program. Contact Cathy Hill at chill@apqc.org or +1-713-685-4652 for additional details.