

# 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 learn trends and leading practices from a large group of organizations. 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
- SUPPLY CHAIN MANAGEMENT

## 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 250,000 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



**CREATING BUSINESS DEVELOPMENT** - use the research report as a leave behind with clients and use the research findings to establish the business case for engagements

56%

OF COMPANIES

USE BENCHMARKS AND

BEST PRACTICES FOR

**BUSINESS DEVELOPMENT**

AND

89%

USE IT TO

**ENHANCE THOUGHT LEADERSHIP.**



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

## DELIVERABLES



### CO-BRANDED CONTENT

For each project, a co-branded primary research paper or report is created with a one pager perspective from your firm. Additional options 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



### SPEAKING OPPORTUNITIES

Present on an APQC hosted webinar at the conclusion of the project



### 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](mailto:chill@apqc.org) or +1-713-685-4652.**

## ABOUT APQC

APQC helps organizations work smarter, faster, and with greater confidence. It is the world's foremost authority in benchmarking, best practices, process and performance improvement, and knowledge management. APQC's unique structure as a member-based nonprofit makes it a differentiator in the marketplace. APQC partners with more than 500 member organizations worldwide in all industries. With more than 40 years of experience, APQC remains the world's leader in transforming organizations. Visit us at [www.apqc.org](http://www.apqc.org), and learn how you can make best practices your practices.