



OPERATIONAL CHANGE  
MANAGEMENT



FIRE/EMS  
ANALYTICS



ENTERPRISE RISK  
MANAGEMENT



WORKFORCE  
ANALYTICS



GOVERNMENT PERFORMANCE SUMMIT  
— 2021 —



DATA-DRIVEN  
GOVERNANCE



FRAUD  
ANALYTICS



# SPONSORSHIP OPPORTUNITIES

2021 | Online Virtual Events

Create the best engagement with expert content in government space to increase your company's visibility

## ABOUT PERFORMANCE INSTITUTE

The Performance Institute is a non-partisan, private think tank seeking to improve public and private sector performance through the principles of transparency, accountability, performance, engagement, competition, and collaboration.

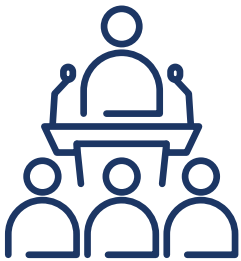
Founded in 2000, the Performance Institute is the leading voice on performance-based management in government and non-profits. The White House Office of Management and Budget has cited the Performance Institute as "the leading authority on performance-based management in government." Performance Institute's work has also been cited in numerous policy initiatives for management improvement at the federal, state, and local government levels.

Through our best practice research and strategic consulting services, interactive training programs for government and private sector managers, and our national conferences on pressing issues, The Performance Institute provides cutting edge expertise in the design, implementation, and evaluation of strategies to solve operational and managerial challenges and enhance organizational performance.

We serve as the nation's leading authority and repository on performance-based management practices for the government. Our mission is to identify, study, and disseminate the leading management innovations pioneered by "best-in-class" organizations.

The Performance Institute provides timely advice and methodologies to government and non-profit managers through six delivery methods: conferences, research programs, training, certification, policy forums, and consulting services.

Dedicated to the principles of performance, transparency, and accountability in the public sector, The Performance Institute offers the following services:



CONFERENCES



RESEARCH PROGRAMS



TRAINING



CERTIFICATION

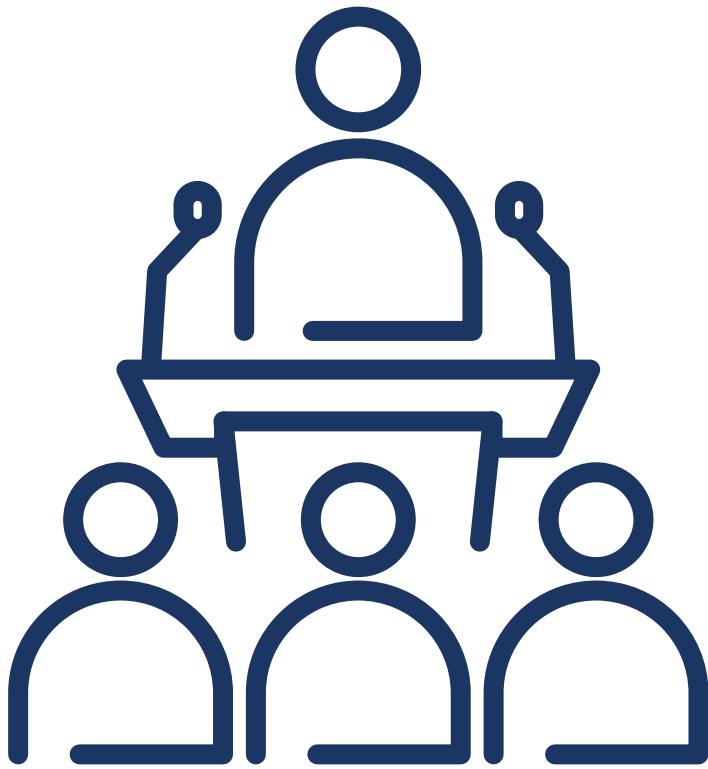


POLICY FORUMS



CONSULTING

## NATIONAL CONFERENCES



Performance Institute has hosted hundreds of conferences and summits during its 20-year history with Government Performance Summit and Data-Driven Governance as its two flagship events. These conferences bring together experts from across the US and the world to share best practices from their cities, counties, states, federal departments, and agencies.

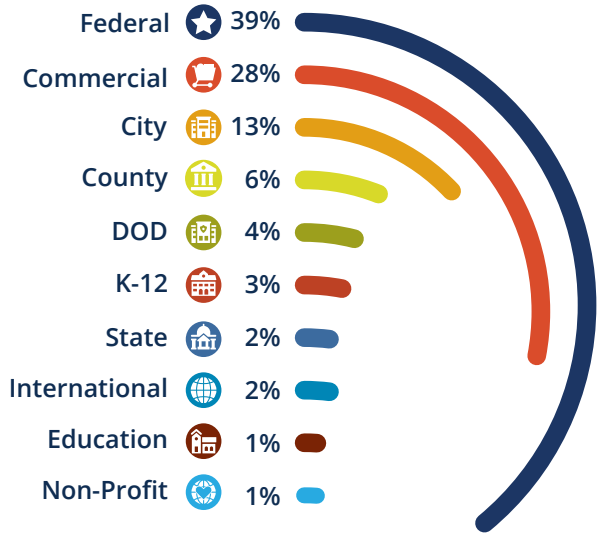
Performance Institute's conferences are attended by over 500 government (City, County, State, Fed/Civ, DOD, and International) and non-profit managers each year. It presents best-practices in performance measurement, program evaluation, Enterprise Risk Management Fraud Analytics, Operational Change Management, evidence-based analysis, and data analytics information. It is a one-stop-shop for Performance Improvement / Performance Management information in the public sector.



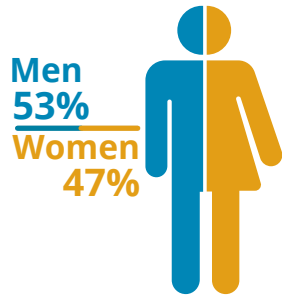
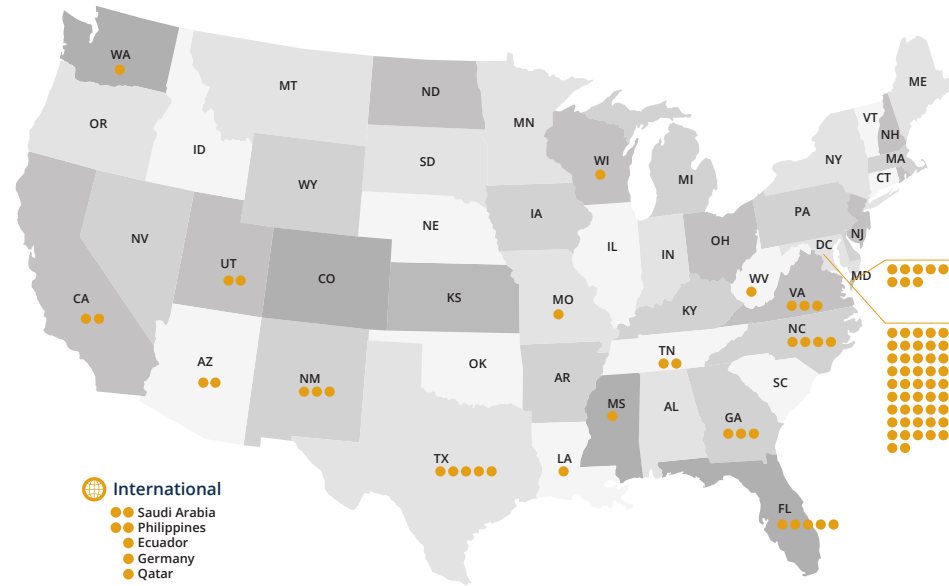
## 2021 CONFERENCE CALENDAR

DATE	CONFERENCE	THEME
FEBRUARY 17	 <b>FRAUD ANALYTICS</b>	USING DATA TO PREVENT AND DETECT FRAUD
MARCH 23-25	 <b>GOVERNMENT PERFORMANCE SUMMIT — 2021 —</b>	CRITICAL SUCCESS FACTORS
APRIL 21	 <b>WORKFORCE ANALYTICS</b>	INTELLIGENCE CAPITAL
MAY 26	 <b>ENTERPRISE RISK MANAGEMENT</b>	REALIZING RISK IN A CHANGING ENVIRONMENT
JUNE 16	 <b>FIRE/EMS ANALYTICS</b>	GETTING AHEAD OF THE CURVE
JULY 21	 <b>OPERATIONAL CHANGE MANAGEMENT</b>	CHANGE FOR EXPONENTIAL GROWTH
AUGUST 31 SEPTEMBER 2	 <b>DATA-DRIVEN GOVERNANCE</b>	ORGANIZATIONAL INOVATION, SUCCESS AND CHALLENGES

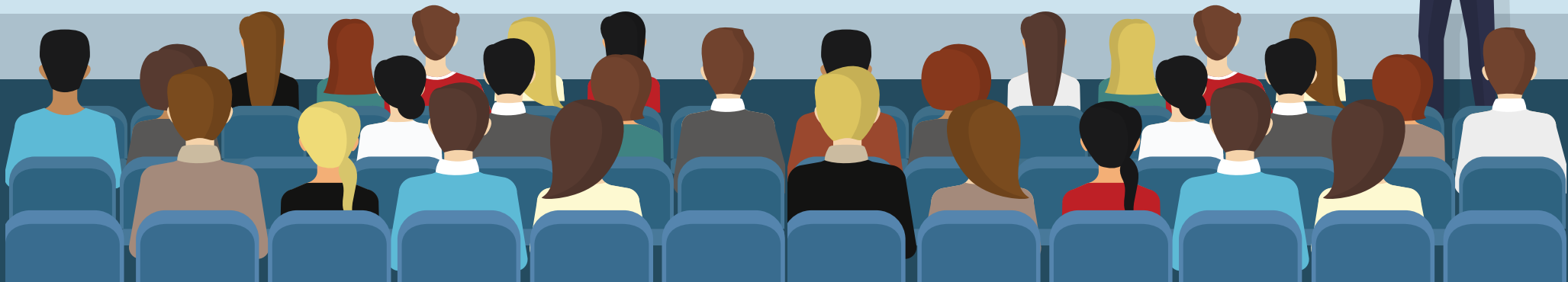
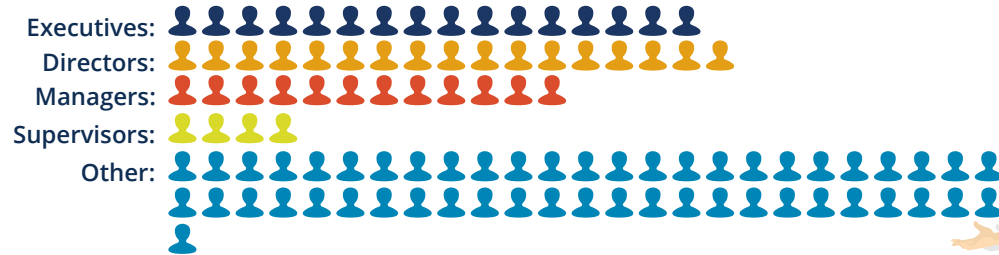
### Company Type



### Geographical Location



### Functional Level



## SPONSORSHIP LEVELS

The conference targets specific topics in solving issues in the government space. Our conference offers a balanced program of educational sessions and qualified speakers panel to engage with the audience regarding specific topics and network with your peers to build a community.

TOTAL VALUE OF BENEFITS	2 DAYS CONFERENCE				1 DAY CONFERENCE			
	PLATINUM \$20,000	GOLD \$12,000	SILVER \$5,000	BRONZE \$3,000	PLATINUM \$10,000	GOLD \$6,000	SILVER \$3,000	BRONZE \$1,500
Number of slots	1	2	Unlimited	Unlimited	1	2	Unlimited	Unlimited
Complimentary Registrations	6	4	2	1	6	4	2	1
Networking Lounge Room <i>(during conference, Lunch / Break)</i>	2 Lunch	1 Break	-	-	1 Lunch	1 Break	-	-
Main stage speaker session <i>(Panel or Breakout)</i>	1	-	-	-	1	-	-	-
Media Content voice or video <i>(during conference)</i>	2	1	1	-	2	1	-	-
In-Conference Video Promotions* <i>(30 seconds in length)</i>	6	3	1	Note*	4	2	1	Note*
Full Contact List**	Included	Included	\$1,000	\$2,000	Included	Included	\$1,000	\$2,000
Social Media Announcements***	6	4	2	1	2	1	1	-

\*Additional Video Promotions- \$1000 / 15 sec. video or \$1500 / 30 sec. video , # of instances per conference

\*\*Contact connection list is a member who attends a chat, break-out room or networking lounge room in which the vendor sponsors

\*\*\*Social Media Announcements about the sponsor prior to the conference. Additional Social Media Announcements - \$1000.00 per blast

### ALL SPONSOR PACKAGES INCLUDE:

- Recognition by The Performance Institute executives at Opening General Session
- Your company logo and description in conference program
- Logo recognition on all platforms including digital displays and/or signage
- Your company logo with hyperlink on Conference website *(2 day conferences)*
- Your company logo included in one email registration promotions
- Your company logo on post-event thank you to all conference registrants

### MEDIA CONTENT GUIDELINES

- No sales-pitches (tools, services or the like)
- Communications should be related to the conference topic or tracks and informational
- It must be compelling and exciting to government entities (i.e. best practices for data analytics, dashboard setup, pitfalls of reporting, project requirements made easy)
- Can not be a subject presented in conference (i.e. Agenda presentation)

## VIRTUAL CONFERENCE SPONSOR PROFILES

Our Virtual Event platform will be a great way to promote your brand as well as network with the attendees. Let us help you determine the right sponsorship level for you.

ADD ON VALUE IN THE VIRTUAL CONFERENCE	2 DAYS CONFERENCE				1 DAY CONFERENCE			
	PLATINUM	GOLD	SILVER	BRONZE	PLATINUM	GOLD	SILVER	BRONZE
Logo placement in the Conference App	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor Profile in the Conference App	✓	✓	✓	✓	✓	✓	✓	✓
1:1 Sponsor Training <sup>1</sup>	✓	✓	-	-	✓	✓	-	-
Banner in the event app <sup>2</sup>	✓	✓	-	-	✓	✓	-	-
Game Challenges <sup>3</sup>	4/4	2/2	-	-	4/4	2/2	-	-
Announcements/Social Posts <i>(during Conference within the Event App)</i>	4	2	-	-	4	2	-	-
External links <sup>4</sup>	✓	✓	-	-	✓	✓	-	-
Representative profile to schedule appointments <sup>5</sup>	2	1	-	-	2	1	-	-

<sup>1</sup> 30 minutes with your dedicated support to help you understand how to work the Virtual Conference Platform

<sup>2</sup> A Full Banner will be displayed within the Event App. The banner will rotate between the sponsors.

<sup>3</sup> Engagement through Conference Gamification platform

<sup>4</sup> Websites, videos, social media links, pdf attachments, and meeting requests.

<sup>5</sup> An appointment scheduling program of your choice.

## RESEARCH PROGRAMS

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Performance Institute conducts a wide range of best practice research programs each year. Our 18-month bipartisan Transitions in Governance Initiative has helped incoming administrations develop the President's Management Agenda. Performance Institute has conducted program evaluations of numerous federal, State, County and City government programs, recommending ways to improve performance measures and management approaches to enhance efficiency, effectiveness, and customer service. Through these activities, Performance Institute has created and maintained a measures database for apples-to-apples comparisons of program results through extensive surveys and focus groups.

With this information, Performance Institute provides timely advice and "how-to" methodologies to government managers through in-depth research studies, a variety of policy forums and conferences to equip decision-makers with best practices for improving government performance.

On occasion, Performance Institute will invite a limited number of private-sector partners to sponsor and participate in its research initiatives and events. Performance Institute desires to extend an invitation through Sponsorship for participation in several aspects of its research and events.



## RESEARCH OPPORTUNITIES

Research sponsors focus research work on identifying leading-edge ideas and best practice frameworks to drive improvement in government performance. In 2021, PI is interested in pursuing the following six (6) Research Streams:

- Transitions in Governance: Shaping the Next President’s Management Agenda
- Government Performance Maturity Assessments
- Using Data Analytics and Evidence-based Analysis to Transform Government
- Performance Management Software Evaluation Report
- Government Workforce Performance Optimization Research Initiative
- Performance Institute Research Program Feasibility Study

SPONSORSHIP LEVEL / DESCRIPTION	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000
Contribute to Research and Analysis	✓	✓	✓
Target Sponsor’s Ideal Audience for Research and Distribution	✓	✓	✓
Contact List from Research and Distribution	✓	✓	✓
Recognition in Research Materials as Sponsor	✓	✓	✓
Present a Section at Forums and Outreach Activities	✓	✓	✓
Recognition as a Lead Sponsor in Promotions	✓	✓	
Co-present Research with PI	✓	✓	
Co-branded Research Materials with PI as Presenting Sponsor in Research Title	✓		
Lead Multiple Sessions at Forums, Outreach Activities, and Workshops	✓		



The Performance Institute is joined by various government groups to execute Transitions in Governance Initiative to develop a management agenda for the Biden Administration to consider for their next term.

Transitions in Governance is a research stream that Performance Institute has been leading for the past year. It includes a coalition of more than a dozen good government organizations that collaborate to establish a set of recommendations to help shape the next President's Management Agenda. Performance Institute will lead the coalition through a series of forums

to take the coalition's initial set of recommendations and finalize it into a Transitions in Governance Report. Before the Presidential Election, we will provide the report to the candidates and the public. Following Inauguration, we will continue to promote the information and its recommendations to incoming appointees and other government personnel. This research intends to ensure the next Administration continues to build the foundation for performance management of the previous Administrations and adopts additional best practices to improvement the management of government.

Panelists are selected to assemble as diverse and expert a group as possible, with participants chosen based on their current or former experience as senior career officials, political appointees from all recent Administrations, Congressional officials, Inspectors General, and other key stakeholders. All panel discussions are transcribed with identities protected, with proceedings summarized and published in the final report.

Administrations, Congressional officials, Inspectors General, and other key stakeholders, each panel discussion session of the Transitions dialogues are transcribed with panelists identities protected, with proceedings summarized and published in the final report.

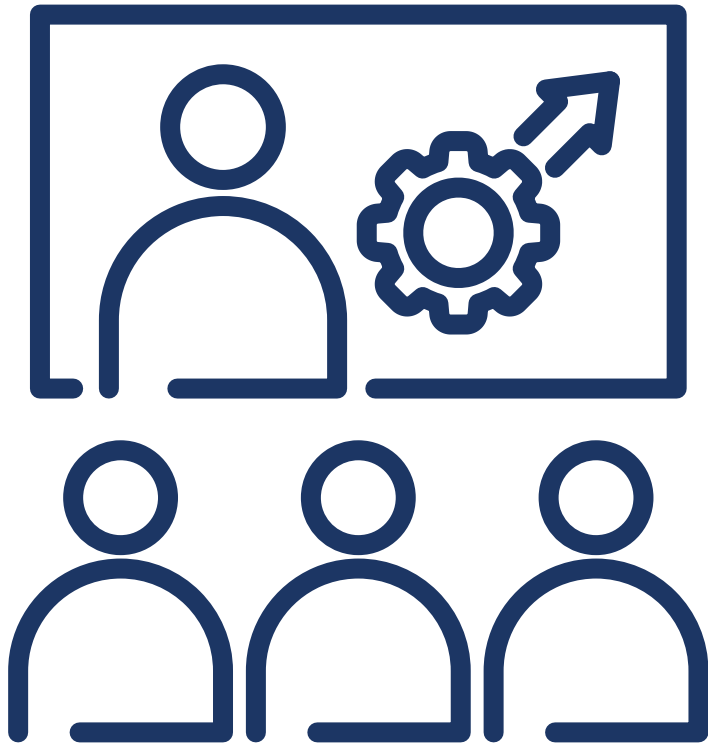
## WHAT WILL PRESIDENT BIDEN'S MANAGEMENT AGENDA LOOK LIKE?

### UPCOMING 2021 TRANSITIONS POLICY FORUM EVENTS

- Executive Talent and Leadership
- Performance Accountability and Data-Driven Decisions
- Enterprise Transformation
- Federal Workforce Management
- Partnerships and Acquisition
- Risk Management

\*Forum dates to be determined with coordination from Biden Administration

## TRAINING OUR CENTER OF EXCELLENCE



Performance Institute's educational services are developed around function-based Centers of Excellence, including Performance Management, Financial Management, Human Capital Management, Project Management, Information Technology, and Process Improvement.

Focusing on the latest government and non-profit management challenges and mandates, Performance Institute conducts over 100 training sessions (On-site/Virtual-Live & On-line) each year for managers on a wide-range of topics, including evidence-based evaluation, customer service management, process improvement, developing and using performance measures, data analytics, employee engagement and much more. These intensive, methodology-based courses include step-by-step processes to improve organizational management capacity. Over the past two decades, Performance Institute has trained over 25,000 personnel, stakeholders, and grantees in the latest methodologies using best practices for measuring & managing performance.

## CERTIFICATION



What is the Value of Certification? Certification recognizes knowledge, experience, and judgment. Benefits of certification may include personal growth, career advancement, financial reward, professional recognition, and perceived empowerment. A specialty certification can also function as the means to achieve higher levels of professional and economic achievement.

Government managers are now required to receive formal certification. Certification programs are customized to meet the demands of numerous functions in government while maintaining fundamental performance management skills.

The Performance Institute offers a Performance Manager Certification program with Associate, Professional and Advanced – the only nationally-recognized certificate program that comprehensively prepares government and non-profit managers to lead performance management initiatives within their agencies. The Performance Institute's programs are accredited through several continuing education bodies, including the Project Management Institute and the National Association of State Boards of Accountancy (NASBA).

# CERTIFICATION LEVELS

## CGPM - ASSOCIATE



## CGPM - PROFESSIONAL



\*Starting fiscal year 2021 Speciality tracks will be available

\*\* For the full list of electives please read the FAQ document

## CGPM - ADVANCED



## POLICY FORUMS



What is a Policy Forum? It is an issue-based intermediary organization with diverse types of political and societal connections. Policy forums are essential elements of modern governance systems that inform, educate, negotiate, or build trust. They can vary in composition, size, membership logic, and other distinct features. They serve three primary purposes:

- 1) Understand the issue, methodology, or socio-impact issue.**
- 2) Establishing clear criteria, priority and expected outcomes**
- 3) Proposes different systematically understandable elements to account for and propose parts of a research agenda.**

As a thought leader in government management reform, The Performance Institute hosts quarterly policy forums to provide decision-makers and government managers ideas on the latest reforms, mandates, and best management practices.

As specific challenges arise, the Performance Institute has convened decision-makers to discuss policy changes and guidance development. These Town Hall discussions allowed for candid exchange of views across stakeholders – from which the Institute then prepares a white paper with recommendations for building consensus and taking next steps.

## CONSULTING:

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The pursuit of performance excellence. Since 1998, Performance Institute has helped Federal, State, Local and International Governments substantially improve performance and deliver world-class services. We have promoted the idea that a quest for performance excellence in government is possible and is happening in many agencies. Performance Institute has embedded this idea into courses we teach, conferences we run, the research we conduct, the public policy we have helped author, and much more. This same idea is what prompted Performance Institute to establish Performance Manager Certification in 2003, which is the "gold standard" for containing the right balance of coursework to propel government participants to a new level of organizational leadership

Having served customers in various industries and environments, Performance Institute has developed experience in a broad array of business disciplines and processes. We understand the organization's needs and provide solutions that translate into a clear Strategic Plan. Performance Institute's reputation is built upon providing excellent service to our clients regarding training experience, quality-oriented deliverables, solid project management, and thought leadership. To maintain this reputation, we assemble the right team for the effort at hand. We take great care in choosing our team members because we know that our reputation depends on these choices.

Performance Institute's consulting services provide access to comprehensive and experience-tested methodologies for government to achieve radical transformations within programs and among their workforce.

## TERMS & CONDITIONS

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### **Cost of Operations**

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The Sponsor/Attendee understands and agrees that all expenses for any sponsor provided properties and materials (non-electronic) into the hands of the attendees is not part of the sponsorship fee and maybe subject to additional expense paid by the Sponsor. i.e. Amazon gift card for gamification winner for example.

### **Release of Information**

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The Performance Institute follows GDPR (General Data Protection Regulation) and it bears the right to withhold all attendees names and/or contact information from sponsors to protect the attendee's privacy if requested during the registration process.

### **Assignment and Use of Event Space or Virtual Space**

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The Performance Institute will assign sponsor spaces at its reasonable discretion. Requests will be taken into consideration when assigning sponsor spaces. Sponsors acknowledges that The Performance Institute reserves the right to reassign sponsor spaces or alter event layout at any time.

### **Event Marketing and Publicity**

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Any publicity such as press releases, marketing materials, etc., associated with your sponsorship must be approved by The Performance Institute in writing for approval prior to releasing the information.

### **Payment Terms**

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To confirm your sponsorship, Performance institute requires a signed agreement and a 50% deposit at the time of signing the contract. The remaining balance must be received 30 days prior to the event you are sponsoring. All sponsorships are non-refundable. The sponsorship cannot be transferred or combined with any other offer, discount, or other services provided by Performance Institute.

### **Cancellation**

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There are no cancellations and/or refunds.

### **Questions?**

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Contact us at  
[sponsorships@performanceinstitute.org](mailto:sponsorships@performanceinstitute.org)

**SECURE YOUR SPOT TODAY!**