

Leadership  connect

MEDIA KIT

Leadership Connect's marketing services provide white-glove support to help clients seamlessly accelerate their reach and impact within the Federal IT ecosystem.



Connecting your message with the right Federal leaders

Leadership Connect is a data-driven decision intelligence company trusted by the public sector for over 50 years. We empower over 45,000+ leaders, top-performers, and new hires in the procurement and contracting communities to make better, faster, more informed decisions every day.

With our white-glove marketing services, we help you seamlessly place your message in front of the federal leaders, acquisition officials, and program executives shaping government procurement.

The Leadership Connect Advantage

- Used by the same federal procurement and IT leaders you want to reach
- 50+ years tracking the buyers, CIOs, and contracting officers who control contracts
- Recognize your brand among top federal decision-makers in IT and procurement
- Extend your reach through our trusted LinkedIn audience of government professionals
- Feature your news in our Weekly Newsletter, read by agency and contractor leadership
- Reach real people with verified influence – not just job titles
- Stand out with access built on a paid platform your audience already relies on
- Build the right relationships to support your business goals

Our Team

Problem-solving experts form our team



Alyssa Cole

Director of Events

Alyssa Cole serves as Director of Events at Leadership Connect, where she oversees the planning and execution of strategic convenings that bring together senior leaders from government, industry, academia, and the policy community. She leads the development of conferences, roundtables, and private forums that foster meaningful dialogue on emerging policy, technology, and national security issues, while also leading the organization's marketing services initiatives. Through Leadership Connect's white-glove marketing services, she helps partners seamlessly insert their message into the daily workflow of Washington's most influential policy actors. With a background in event strategy and stakeholder engagement, Alyssa works closely with senior officials, executives, and thought leaders to create high-value experiences that encourage collaboration, elevate important conversations, and strengthen relationships across the public-sector ecosystem.



Cameron Miller

Director of Sales & Advertising

Cameron Miller is our Sales Director of Advertising & Events at Leadership Connect, where he partners with organizations looking to build meaningful engagement with senior decision-makers within the public sector through integrated media and executive-level events. With a decade of experience in B2B/news media and partnerships, Cameron has led multimillion-dollar revenue initiatives across newsletters, custom content, and live experiences, working closely with Fortune 500 companies and advocacy leaders. He is passionate about building long-term, trust-based relationships and helping organizations show up thoughtfully in front of influential audiences through thought leadership content.

Boost value and reach out to new audiences

Our services connect you with decision-makers and influencers in the Federal IT ecosystem. Tap into a premium audience that drives impactful engagement and maximizes your outreach. Experience unparalleled access to the key players shaping the future of government technology.

Newsletter Reach

- 70,000+ Government & Industry Decision-Makers from over 1,200 Organizations

LinkedIn Reach

- 17,000+ Government & Industry Decision-Makers within Leadership Connect's sphere
- Potential to reach up to 240,000,000+ LinkedIn members with ad boosting capabilities

Create Your Own Package

Create your custom marketing services package from our menu options below:



Webinar Sponsorship

- Host a co-created moderate panel discussion with input into expert panelists and final questions
- Option to host a series or single webinar
- White paper after webinar summary



In-Person Events

- Co-host a Happy Hour networking at the Leadership Connect office in downtown DC
- Curate your program content with a half-day networking event
- Host an exclusive roundtable discussion with industry leaders and public sector experts



Thought Leadership

- Co-branded white paper recap of webinar content
- Survey data and infographic designs
- Interview series writeups
- Blog posts features

Create Your Own Package

Create your custom marketing services package from our menu options below:



Newsletter Offerings

- Showcase your news in our Data-Driven Insights or Connect with Headlines sections
- Display your people moves in our Who's In, Who's Out section
- Advertise your upcoming event
- Your logo and tagline featured in a banner ad



Social Media Marketing

- Your content re-posted to our 17,000+ LinkedIn followers
- Custom post(s) from Leadership Connect
- Access to audience insights to see which top companies frequently engage with our page



Email Marketing

- Dedicated email marketing assistance
- Expert creative assistance on industry-standard email marketing copy, design, and campaigns
- Feature in our Data-Driven Update email series

What to Expect

Event Services

Lead time: 3-6 Months

Format: Webinars, roundtables, and networking events tailored to your goals

Access: Live participation with post-event assets

Promotion: Fully co-branded event marketing and outreach

Platforms: Virtual (Zoom/Webinar) and In-Person options available

Content: Co-created by your team and Leadership Connect for maximum relevance

Engagement: Guaranteed qualified audience participation and opt-in contact list

Reach: 45,000+ policy and government professionals across sectors

Webinar

Where procurement priorities meet public-sector engagement.

- ✓ Moderated panel discussion with topic experts
- ✓ Event Content Co-Created with Leadership Connect
- ✓ Collaboration for Questions
- ✓ Marketing materials for output
- ✓ SME on panel
- ✓ Webinar reach: 45,000+ industry & government professionals
- ✓ Registration List
- ✓ Logo on Registration Website and all Marketing

Leadership Procurement Roundtable

Where strategic procurement dialogue sparks lasting relationships between government and industry.

- ✓ Off-the-record forum designed for strategic procurement dialogue
- ✓ Moderated roundtable discussion with procurement experts
- ✓ Event content co-created with Leadership Connect
- ✓ Collaboration on discussion topics, agenda alignment, and question development
- ✓ Participation from 2–3 subject matter experts
- ✓ Curated guest list of 15–20 senior leaders from government, associations, think tanks, and industry
- ✓ Sponsor logo featured on invitations and promotional materials
- ✓ Full opt-in attendee registration list provided

Happy Hour

Network with purpose and build real relationships with those shaping federal procurement.

- ✓ Marketing materials for output
- ✓ Logo on Registration Website and all Marketing
- ✓ Co-Branded Happy Hour on decided subject area
- ✓ Exclusive access to registration list to prepare networking efforts
- ✓ Photos from the event for your own social media promotion

Cocktails and Conversations

Where procurement discussions and industry relationships continue beyond the panel.

- Moderated panel discussion featuring senior government and industry leaders
- Co-branded event aligned to a mutually agreed discussion topic
- Logo placement on registration website and event marketing materials
- High-value networking happy hour following the panel discussion
- Curated audience of senior leaders from government, industry, associations, and think tanks
- Exclusive access to the full opt-in attendee registration list

Custom Packages and Thought Leadership Services available upon request.

 (202) 347-7757  www.leadershipconnect.io  events@leadershipconnect.io

Event Impact Report

The Leadership Connect Difference – Events That Move the Federal IT Ecosystem

This report spotlights key engagement metrics and highlights the top organizations interacting with our events, underscoring the strategic value Leadership Connect Events deliver. By fostering high-impact connections, targeted visibility, and meaningful engagement across the Federal IT landscape, our events continue to drive measurable outcomes for attendees and partners alike.

Audience Size: up to 102,000+

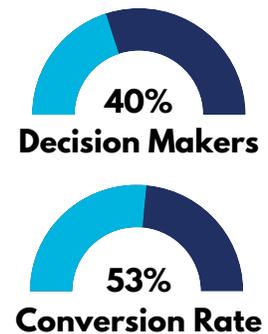
**Federal Agencies,
Hill, EOP**



**Think Tanks,
Associations, Universities**



Industry



Target the Right Audience—Every Time

- Reach 70,000+ engaged Federal IT professionals across 1,200+ agencies and companies. Every message is delivered directly to a curated, high-impact audience—maximizing visibility and influence where it matters most.

White-Glove Execution from Start to Finish

- From strategic planning and speaker coordination to creative promotion, technical logistics, and post-event follow-up, we handle every detail—so you can stay focused on your message.

Guaranteed Reach. Proven Engagement.

- Each event delivers a guaranteed minimum of 100 qualified registrants and averages a 48% live attendance rate—driving real-time interaction with decision-makers who matter.

Multi-Channel Amplification That Extends Your Impact

- Events are promoted and recapped through targeted newsletters, email campaigns, LinkedIn, on-demand content, and blogs—expanding reach and engagement well beyond the live event.

Trusted by Public and Private Sector Leaders

- From GAO and DHS to Amazon and Microsoft, top agencies and tech leaders rely on Leadership Connect to facilitate meaningful, mission-driven conversations.

Precision Targeting Backed by Unrivaled Data

- With access to over 45,000 verified federal decision-makers, our campaigns are built on decades of people intelligence—ensuring your message lands with the right stakeholders at the right time.

Custom Packages and Thought Leadership Services available upon request.

Captured Connections

In-Person Events



Newsletter Advertising

Leadership Connect’s newsletter advertising capabilities significantly expand your reach and influence across the federal landscape. Deliver targeted updates and thought leadership to the public sector community—driving engagement, visibility, and meaningful connection with those shaping legislative and regulatory outcomes.

View ad specifications and the full newsletter layout [here](#).



Who's In, Who's Out

Connect with *Movers and Shakers* from Congress, News Media, Federal Government, Law & Lobbying firms, State & Local Government, and key Company decision-makers. Find out who is departing and who is filling their spots.

 Scott Kupor Office of Program Management, Office of President-Elect	 Kaitlyn Neuberger National Security Council Staff, Executive Office of the President (EOP)	 David A. Fink Federal Railroad Administration, Office of President-Elect	 Sriram Krishnan Office of Science and Technology Policy, Office of President-Elect
 Anthony Martinez Department of Energy	 Julie P. Whalen Expedia Group	 Max Trujillo US Department of Agriculture	 Mark Isakowitz Google

[See More Arrivals & Departures >>>](#)

Data-Driven Insights

Leadership Trends 2025: Environment, Geopolitics And The Economic Landscape
In 2025, leaders will need to navigate environmental challenges, geopolitical tensions, and economic shifts, emphasizing adaptability and resilience.

[Read More >>>](#)



Hear From the Experts | Cybersecurity in the Public Sector

CISA, Booz Allen, and KPMG came together to discuss best strategies for federal agencies, their most trusted defense methods and the overall cybersecurity landscape.

[Read More >>>](#)



Perfecting Proposals | 5 Strategies from Leadership Connect and Vultron

Vultron focused on educating listeners on federal proposal writing



Upcoming Industry Events

- [Your Event Name | Date | Location](#)
- [Administration Changes: Securing Public Sector IT in Times of Tr](#)
January 16 | Virtual
- [Navigating AI: Challenges and Successes in Acquisition and Ado](#)
January 23 | Virtual

Who's In, Who's Out

Highlight your most important people moves here to make sure your company's decision-makers connect with the right people.

Thought Leadership

Boost your visibility and position yourself as an industry thought leader with a featured article from your company.

Your Upcoming Event

Target your preferred audience and promote your networking events.

Banner Ad

Get more eyes on your logo or other ad materials with a featured banner ad call out.



A La Carte Options

Newsletter Advertising

Placement Type	Description
Who's In, Who's Out Placement	Is there a key decision-maker at your company who you want to promote? Give Leadership Connect's network an exclusive look at your most important people moves and position shifts with a highlighted feature of your most important people. We'll feature their headshot, name, & title, while also linking to their Leadership Connect profile.
Upcoming Event Ad	Advertise your upcoming events in our Newsletter to increase your brand awareness and boost registration numbers. We will include the date, time, & location of your event, as well as any other relevant details.
Thought Leadership Placement	Show off your best and brightest with a feature article spotlight. We'll include your company's work in our Data-Driven Insights Newsletter section where your content can get more clicks, and you can establish yourself as a critical thought leader in the federal landscape.
Banner Ad	Get your logo and company tagline in front of more decision-makers with a large banner ad feature. You'll have joint approval of design, placement, and copy before the Newsletter is sent out.
Movers & Shakers Placement	Feature your logo and message in the weekly Movers & Shakers Product Alert—a high-visibility in-platform banner seen by all users tracking personnel changes and influence. This exclusive placement ensures your brand is aligned with timely updates and kept at top-of-mind for public sector professionals.

Audience Breakdown



Newsletter Impact Report

The Leadership Connect Newsletter is a premier industry publication, delivering crucial insights, government updates, and expert analysis to a highly engaged and influential audience.

This report highlights key engagement metrics and the top organizations interacting with our content, demonstrating the newsletter's value as a prime platform for advertising.

Audience Size: up to 102,000+

**Federal Agencies,
Hill, EOP**



**Think Tanks,
Associations, Universities**



Industry



2025 Performance	January-May Avg	All-Time Highs
Open Rate	7%	11.83%
CTR	8.02%	16.87%
Click Rate	0.52%	1.24%
Read Time >3 Seconds	90.50%	91.38%
Spam Report Rate	0%	--

Elite Audience: Our readership includes top decision-makers in government, business, and academia.

High Engagement: Over 89% of subscribers either read or skim the newsletter, ensuring visibility for your brand.

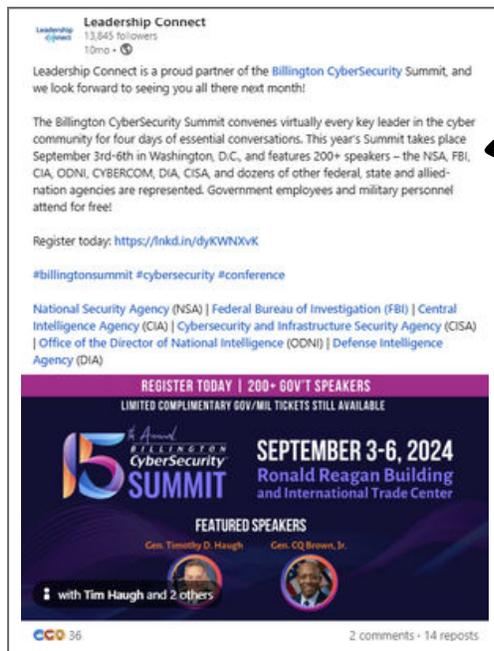
Targeted Reach: Your message will be seen by key players from major organizations actively engaging with our content.

Proven Performance: With strong open and click-through rates, advertisers can expect impactful exposure and engagement.

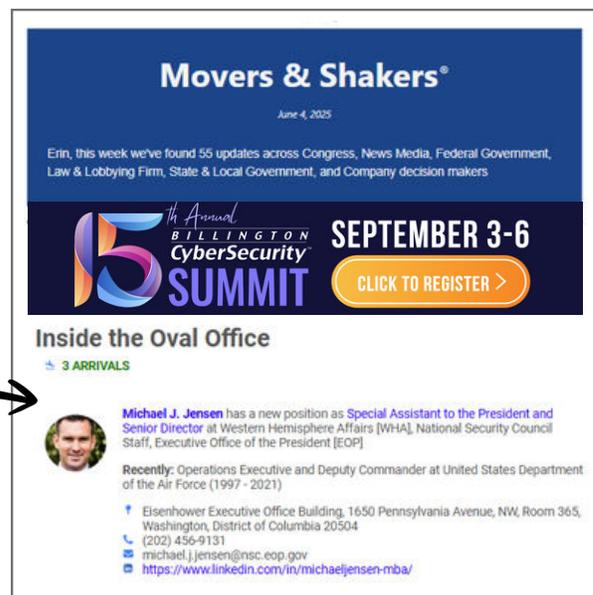
Custom Packages and Thought Leadership Services available upon request.

Email & Social Media Services

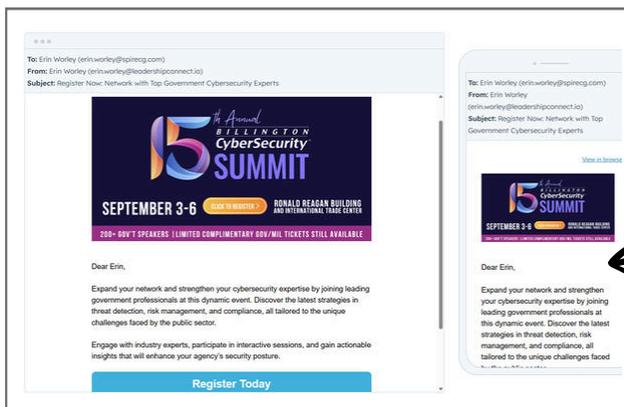
Leadership Connect’s email and social media services broaden your reach and amplify your influence across the federal acquisition ecosystem. Our targeted campaigns deliver timely, contract-relevant messaging to procurement decision-makers—driving engagement, visibility, and growth across newsletters, LinkedIn, and beyond.



LinkedIn Posts
 Boost visibility among federal buyers and influencers with targeted posts on Leadership Connect’s LinkedIn—where the procurement community stays connected.



Movers & Shakers
 Place your brand inside the daily briefing trusted by federal procurement and acquisition professionals to track leadership and agency moves.



Customized Email
 Send your message directly to key players in the Federal IT and acquisition space—ideal for promoting capabilities, events, or contract wins.

A La Carte Options

Email & Social Media Services

Placement Type	Description
Single Send Email	Need help crafting or designing an email to your clients? Leadership Connect's Marketing team will help advise you on all aspects of an effective email send.
Email Campaign	Utilize our creative assistance to help craft marketing emails for your campaigns. We'll discuss cadence, audience, messaging, and more with this professional service.
Feature in Data-Driven Updates	Get a shoutout in Leadership Connect's monthly Data-Driven Updates email to all of our users. We'll feature anything from your people moves, acquisitions, awards, and more.
Single LinkedIn Post	Have something you really want to promote to a larger audience? Whether it's a new company capability, new important hires, or a compelling piece of content, Leadership Connect will craft an original post about your company on our page for our 17,000+ followers.
LinkedIn Series	Take the single post a step further with a LinkedIn campaign. We'll agree on a number of posts and the preferred content and cadence to get your name and content in front of our audience multiple times.
Redistribution of Your Content	Show off your own social media skills on the Leadership Connect LinkedIn page with a repost of your original content. We'll share your content and collaborate with you to craft the perfect captions and CTAs.

Custom Packages and Thought Leadership Services available upon request.

A La Carte Options

Thought Leadership Services

Content Type	Description
Surveys & Infographics	Want more data on your customers or peers? We'll conduct market surveys during our live webinars and via email for exclusive industry insights. We will then collect the data and distribute to you. Option to use Leadership Connect's Marketing Team to transform survey data into infographics.
Co-Branded White Paper	Leadership Connect will collaborate with your team to create a customized white paper featuring expert insights, company perspectives, and optional data or polling highlights. The final piece includes your branding and is designed for distribution across email, social, and our 70,000+ subscriber newsletter.
Interview	Feature your decision-maker in our Spotlight Interview series. Our team will conduct and write-up the interview which will then be live on our website and promoted on our company social media channels. Option to conduct interviews with certain individuals and collect the data as a survey.
Blog Post Feature	Link to your company site, Leadership Connect profile, chosen content, and more in Leadership Connect's monthly blog posts. The posts are publicly available on our company website and are promoted on LinkedIn. Option to include links to the blog in the weekly Newsletter.

Custom Packages and Thought Leadership Services available upon request.

Reach of Audience

Clients & Partners

Government



Government Contracting



Government Affairs



Advisory



Non-Profits



Get In Touch

Interested in one of our packages or services?

Leadership Connect wants to help you meet your goals. Our marketing services provide white-glove support to help clients seamlessly accelerate their reach and influence within the federal ecosystem.

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