

BALLAST POLICYMAKER FORUM

SUPPORTING POLICYMAKERS' CAREERS
EFFECTIVENESS, AND IMPACT



BALLAST POLICYMAKER FORUM

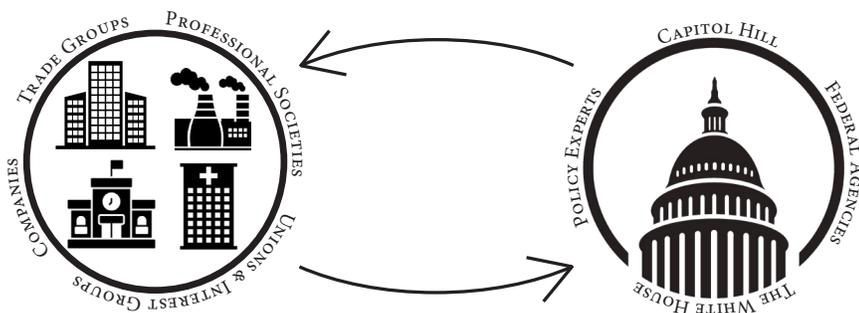
WHY JOIN THE FORUM?

The Ballast Policymaker Forum (BPF) brings together top policymakers and government affairs leaders to improve policy conversations in DC and strengthen public-private partnerships.

Grounded in the research that Ballast Research conducts every year into advocacy, the goal of the Policymaker Forum is to share back insights from our work with DC policymakers to support their careers and personal effectiveness. Run by Ballast Research, a division of National Journal, the Policymaker Forum is a program exclusive to national policymakers to exchange ideas with peers and participate in research.

FORUM GOALS

- SUPPORT THE EFFECTIVENESS AND CAREER SUCCESS OF POLICYMAKERS
- MAKE BETTER USE OF POLICYMAKERS' TIME BY SHARING CANDID, CONFIDENTIAL FEEDBACK WITH ADVOCATES
- ELEVATE THE QUALITY OF POLICY CONVERSATIONS IN DC
- STRENGTHEN PUBLIC-PRIVATE PARTNERSHIPS



BENEFITS OF THE POLICYMAKER FORUM



ADVOCACY BRIEFINGS HIGHLIGHTING KEY RESEARCH FINDINGS



QUARTERLY EVENTS CENTERED AROUND SUPPORTING YOUR CAREER



RESEARCH CONTENT TAILORED SPECIFICALLY TO YOUR ROLE



PARTICIPATION IN OUR ONLINE STUDY (MARCH / APRIL)



A CONFIDENTIAL RESEARCH CONVERSATION WITH BALLAST RESEARCH (JULY / AUGUST)

JOIN THE POLICYMAKER FORUM!

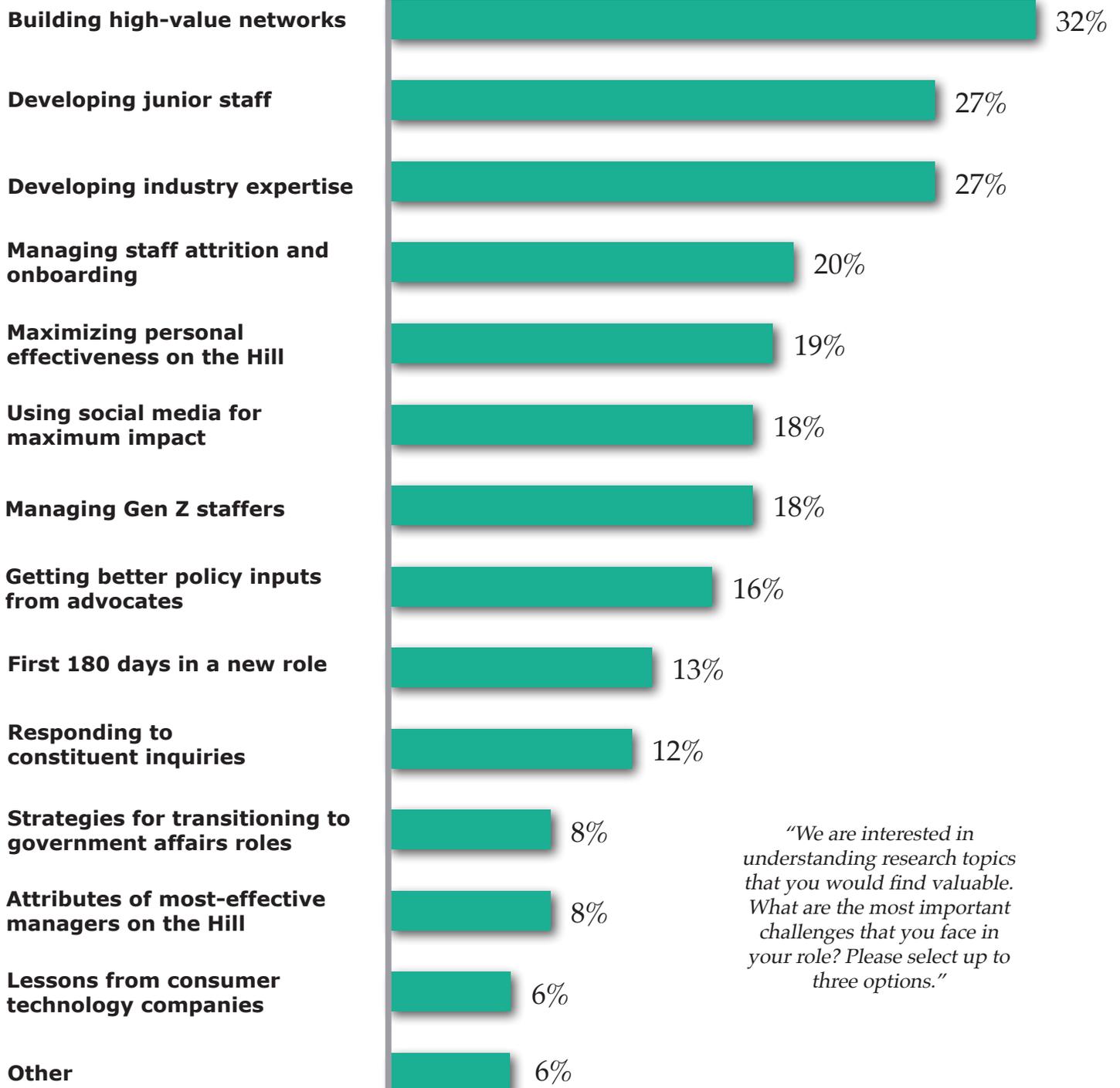
ONLINE: www.ballastresearch.com



EMAIL: info@ballastresearch.com

OUR PROMISE: ALL PARTICIPATION IN OUR RESEARCH IS CONFIDENTIAL AND NOT FOR ATTRIBUTION.

WE ASKED POLICYMAKERS: WHAT ARE THE MOST IMPORTANT CHALLENGES THAT YOU FACE IN YOUR ROLE?



"We are interested in understanding research topics that you would find valuable. What are the most important challenges that you face in your role? Please select up to three options."

THE POLICYMAKER FORUM CALENDAR

NOVEMBER



Webinar: Media Surrounding COVID-19: Where Policymakers are Getting Their News

DECEMBER



Advocacy Briefing

JANUARY



New Research: 2020 Washington Insights Review: Advocacy in the Age of Social Distancing

FEBRUARY



Webinar: Strengthening Public/Private Partnerships

MARCH



Ballast Research's Annual Online Study

APRIL



New Research: Maximizing Personal Effectiveness in DC

MAY



Webinar: Building High-Value Personal Networks

JUNE



Confidential Insight Sharing Interview with Ballast Research

JULY



New Research: Developing Junior Staff

AUGUST



Webinar: Talent Management Strategies for Policymakers

SEPTEMBER



Advocacy Briefing

OCTOBER



New Research: Developing Industry Expertise

NOVEMBER



Webinar: Looking Ahead: 2022 Policymaker Priorities

WHAT TO EXPECT



QUARTERLY EVENTS



ADVOCACY BRIEFING



RESEARCH CONTENT



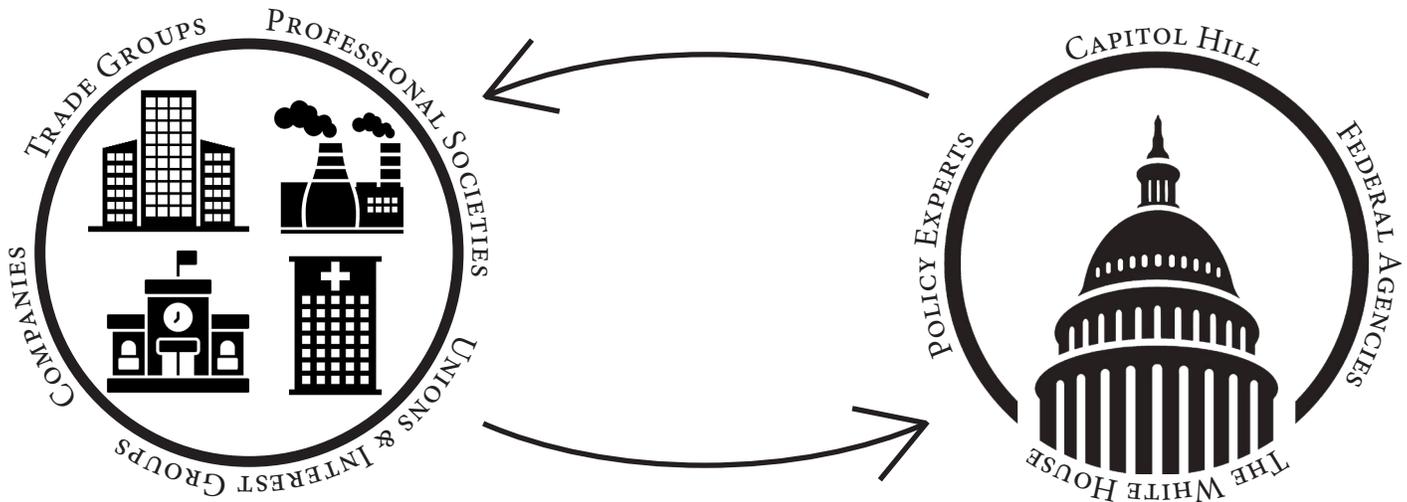
ANNUAL ONLINE STUDY



INTERVIEW WITH BALLAST RESEARCH

ABOUT BALLAST RESEARCH

Ballast Research provides feedback from policymakers directly to government relations professionals, helping advocates (1) make better use of policymakers' time and (2) provide resources and materials most useful to those in government.



OUR CLIENTS

Our clients are Fortune 500 companies, trade associations, and nonprofits looking to forge more productive partnerships with those in government. Each of our clients understands the value of policymakers' time and works with us to optimize every interaction. The result is more productive, mutually beneficial, and efficient engagement.

"This deep-dive, customized research is invaluable for understanding what policymakers think of us and need from us. The insights are another important tool we use to inform our thinking on how to engage, and the data illuminate where we can do better."

-Head of US Communications, Fortune 10 Company

OUR PROMISE

CONFIDENTIALITY:

All participation in our research is confidential and not for attribution.