



# Research and Development Services

Take advantage of one, two or all of these opportunities to gain more knowledge about your target audience, increase brand awareness, promote your products and services, and gain direct feedback from public safety communications industry professionals.

**Call today for details and pricing!**

Contact Lisa C. Williams at  
(571) 312-4400 ext. 7003 or  
email [WilliamsL2@apcointl.org](mailto:WilliamsL2@apcointl.org)

## Online Surveys

A great way for commercial organizations to gain valuable feedback. Customize your survey—to be distributed via email or e-publication—to target a select group or the entire APCO membership. No more hit and miss, not knowing if you reached your intended audience.

## Sponsored Webinars or Customized Webinars

Increase awareness of your brand as the topic expert by sponsoring an APCO Institute webinar.

This can be done two ways:

1. Become a sponsor of an established APCO Institute webinar; or
2. Customize your own webinar

APCO will help you customize a co-hosted webinar that will showcase your successful solution or practice in the public safety communications community and demonstrate your expertise.

## Customized Product or Service Webinars

Increase awareness of your product or service by hosting an APCO Institute webinar. A great way to educate public safety communications professionals on your solution, details of how it works, advantages and facilitate Q&A. Develop your own presentation, provide resources, and links.

*Note: APCO will not provide endorsements.*

## Focus Groups

Ready to launch a new product or service? Get the feedback that is needed to make the launch a success by holding a Focus Group! APCO Focus Groups can be held during APCO International's Annual Conference & Expo or at an alternate APCO event, upon agreement. Through face-to-face conversation with select APCO members that match your target audience, you will get the critical feedback that will make your product or service a success!

## Pilot Demonstrations

Ready to test your new product? Let APCO help you identify a jurisdiction to do just that! Create a questionnaire and get answers that will help you make adjustments before the big launch. Submit a Pilot Demonstration Request to APCO for approval and we'll work with you to find an appropriate test market in a local jurisdiction.

## Consultative Forums

Need assistance from the industry's top subject matter experts for an existing or new product or service? Opportunities are available to assemble a cross-section of the industry's leading experts in a meeting, roundtable or workshop designed to take an in-depth review and analysis of your pressing questions, concerns and ideas.