# Connect with the business of analytics in Australia. Connect with IAPA, the nation's pre-eminent body for analytics, data science and data-driven business decisions.

**40%**
Senior & c-suite analytics leaders

**38%**
Mid to early career analytics

**15%**
Business stakeholders & consultants

**7%**
Academic & research

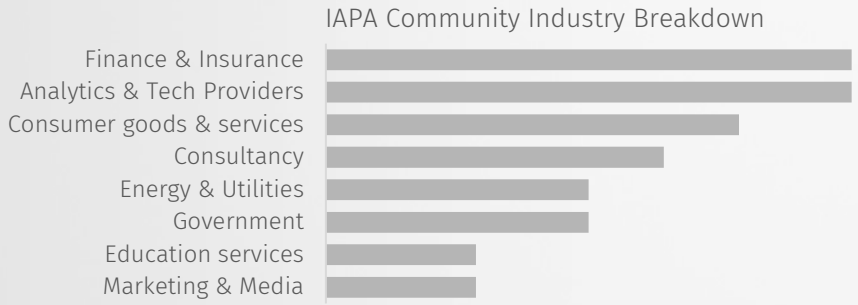
IAPA Community Position Breakdown

IAPA (Institute of Analytics Professionals of Australia) was established in 2004 to meet the professional, educational and networking needs of those in, what was then, a small niche area called analytics.

Today, while leading organisations increasingly see analytics as a vital part of modern business; others are yet to fully understand and embrace the role of analytics in better business decision-making. But this hasn't slowed demand for analytics professionals, with intense competition for the brightest data science, analytics and business talent. Similarly, IAPA has grown to be the largest analytics community in Australia with chapters in all capital cities.

**6K**
Database Reach

**4.2K**
LinkedIn Followers



**For further information and next steps**
Please contact Annette Slunjski - Managing Director, IAPA on 0408 460 711 or annette.slunjski@iapa.org.au

iapa | Institute of Analytics Professionals of Australia

# Strengthen and add industry authority to your lead gen, thought leadership, brand awareness and community building initiatives with Australia's analytics association, IAPA.

- Lead generation
- Brand awareness
- Thought Leadership
- Relationship building
- Networking
- Community building

**Leverage existing programs delivering benefits over months**

## IAPA Top 25 Analytics Leaders

Analytics industry excellence program
Launch February – Announcement June 2023

Sponsorships from $9K

## IAPA Skills & Salary Survey 2023

Industry snapshot on jobs, skills, salary and trends
Launch July – Results in October

Exclusive Sponsorship $25K | Other options from $9K

## Women in analytics

Aligned to International Women's Day
March 2023

Sponsorships from $5K

## IAPA National Conference "Advancing Analytics"

October 2023, venue TBC

Sponsorships from $6K

## State Chapter Events

Industry Education & Networking

Sponsorships from $5K

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Industry Education & Networking

Sponsorships from $5K

2023

J F M A M J J A S O N D

**Address a specific need through a dedicated activity tailored to your needs**

## Exclusive Executive Breakfasts

Analytics leaders discussing topical issues & paper & social

Turnkey event from $15K

## Insights papers & industry research

Co-branded paper for thought leadership and lead generation

Sponsorship from $15K

## Solus Email

Your message delivered to the IAPA community & social (drive attendance, downloads etc)

Single send $5K | 4 sends pa $16K

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