

B2G Briefing Circle Charter

Purpose

The B2G Briefing Circle is where public sector marketers stay ahead of the curve through candid, unguarded knowledge sharing.

Mission

Our mission is to help public sector marketers stay ahead of AI-driven change by creating an environment for real-time, unguarded knowledge sharing, candid discussion of what isn't working, and trusted relationships they can rely on to navigate what's next and move forward faster.

Group Chairs will help guide the group's direction, drive member engagement, and create a monthly content calendar.

- Stephanie Geiger, Founding Chair
- Josh Martin, Chair

What's in it for members

- **Unfiltered signal on what's actually working.** Cut through AI hype and vendor noise with firsthand insight from marketers in the field.
- **Candid discussion of what isn't working.** Learn faster by understanding failures, not just wins.
- **A trusted network you can rely on.** Build relationships with peers you can call when you're stuck, hiring, or making a bet.
- **A space to pressure-test ideas and strategies.** Bring challenges, get feedback, and refine your thinking with people facing the same constraints.
- **Exposure to new tools and approaches.** See how others are actually using AI and emerging tools in production.
- **Opportunities to hear directly from government stakeholders.** Understand how they're responding to AI-driven marketing and what actually resonates.

Requirements

- **Currently operating in a marketing role focused on the U.S. public sector** (federal, state, local, or education markets)
- **Active participation.** Come prepared to engage in discussions, share insights, and contribute to the group's collective learning
- **Give as much as you take.** This is a working group, not a passive audience
- **No vendor promotion.** Contributions should be grounded in real experience, not sales or self-promotion

- **Must be at least AI-curious.** The group will focus heavily on the impact of AI on marketing, so at a minimum, members must be interested in how AI will impact their work.

Rules of Engagement

- **Share the learning, protect the source (as requested).** Share insights with your team, but do not disclose sensitive details from the group.
- **Show up and contribute.** Bring real experiences, insights, and questions. Help move the conversation forward.
- **Speak candidly and constructively.** Share what's actually happening—wins and failures—while respecting others in the room.
- **Keep it promotion-free.** Do not pitch, sell, or promote yourself or your company.

Ongoing Engagement

- A [Private LinkedIn Group](#) will serve as the hub for continued discussion, resource sharing, and topic nominations between meetings.
- Informal “**Buy Your Own Drink**” Happy Hours will be held quarterly at various locations to facilitate in-person connections and relationship-building.
- **Mentor-Mentee Program** will allow experienced B2G marketers to opt in and serve as a direct mentor to someone new to B2G marketing.
- **Awards Program** could be developed if deemed useful to the members.

Questions or Concerns?

For any feedback or questions, please contact us via the LinkedIn group.