Digital Communities 2008

is an unprecedented initiative launched by Government Technology and the Center For Digital Government that strategically connects local government leaders with member technology companies around the issues and technologies shaping 21st-century cities, counties and regions.
YOUR MOST POWERFUL ACCESS TO LOCAL GOVERNMENT.

Digital Communities Delivers:

- Thought Leadership
- Pinpoint Lead Generation
- Branding
- Face-to-Face Engagement

The most comprehensive, integrated marketing program directly focused on driving your company’s local government sales.
Launched in response to requests from cities and counties around the country, Digital Communities brings member companies into a collaborative network with local government leaders to help them meet the technology challenges they face.

With the guidance of a national advisory board the program

- **Evaluating & deploying emerging technologies**
- **Benchmarking & sharing best practices**
- **Coordinating on cross-jurisdictional implementations**
Digital Communities 2008 includes a range of initiatives in which member companies can participate.

Digital Communities Web portal & “social-network”

Public/Private Sector Executive Task Forces

Digital Communities quarterly magazine

Regional Executive Roundtables

will assist local government leaders in:

- Developing new funding sources & purchasing models
- Collaborating with industry leaders on new IT solutions
- Documenting business value & ROI of information systems
**Todd Sander**  
Director of Digital Communities  
Deputy Director, Center for Digital Government

Sander drives the strategic direction of the Digital Communities program. He has served as the Tucson CIO/Assistant City Manager, Washington State Deputy CIO and a consultant in the public safety field. His national honors include the 2003 National Public Technologist of the Year by Public Technology Incorporated.

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**Cathilea Robinett**  
Executive Director, Centers for Digital Government and Education  
Executive Vice President, e.Republic, Inc.

Robinett oversees the nationally recognized Digital Cities/Counties surveys and awards programs, and a range of other public sector IT research initiatives. For 15 years her local government thought-leadership has been called upon as a speaker for worldwide organizations and quoted by the national press. She is the 2007 recipient of the National Association of State Chief Information Officers (NASCIO) National Technology Champion Award.

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**Don Pearson**  
Group Publisher, Government Technology  
Executive Vice President, e.Republic, Inc.

Pearson orchestrates all aspects of Government Technology’s award-winning portfolio of publications. He is a recognized thought-leader and frequent presenter on the strategic use of IT to improve local government service delivery.
Digital Cities/Counties Surveys & Awards: Elevate your leadership by sponsoring the nation’s most respected local government benchmarking surveys and awards programs for model IT delivery.

Public/Private Sector Executive Task Forces: Work side-by-side with IT leaders in a hand-selected virtual and face-to-face task force to engage on emerging issues, investigate best practices and share results nationally.

Big City/County CIO Summit: Network at annual C-level event with CIOs from the nation’s largest cities and counties.

Internet Seminars: Engage alongside top-ranked local government innovators to present best practices and a key issue.

Regional Executive Roundtables: Participate in a candid, roundtable discussion with senior local government executives in a key region.

Digital Communities Portal: www.digitalcommunities.com Enhance your visibility in the online hub for local government news, editorial, events, research and information exchange.

Digital Communities Magazine: Drive awareness in the thought-leadership magazine dedicated to the hottest trends and emerging issues local governments face.

Custom Published Case Studies: Educate local government on your value proposition with a turnkey-produced case study inserted into Digital Communities magazine.

Digital Communities eNewsletters: Gain visibility in the trusted source for best practices and emerging trends impacting communities.

Digital Government Navigator: Accelerate your sales success with the Center for Digital Government’s market intelligence and opportunity-focused sales tool.

Local Government Training: Sharpen your sales strategy via the Center for Digital Government’s local government “How To” guide and audio podcast modules.
As a Digital Communities 2008 Member Company You Will:

**Experience**
the market’s most comprehensive integrated program to yield the greatest ROI with local government.

**Engage**
via superb professional networking opportunities including task forces, social networks and high-level events.

**Reach**
thousands of local government technology thought-leaders, influencers and procurers.

**Accelerate**
your sales opportunity by getting at the forefront of building and defining emerging opportunities and technology needs.

www.digitalcommunities.com
Call for more information: 877.932.1337