



**@digital  
communities™**

STRATEGIES AND SOLUTIONS FOR CITIES, COUNTIES & REGIONS

**One Door**  
*to Local*  
**Government**

**2008 PROGRAM**

**GOVERNMENT TECHNOLOGY**  
SOLUTIONS FOR STATE AND LOCAL GOVERNMENT IN THE INFORMATION AGE

CENTER FOR  
**DIGITAL**  
GOVERNMENT

# *Digital* Communities 2008

## *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*

✓ *Branding*

✓ *Pinpoint Lead  
Generation*

✓ *Face-to-Face  
Engagement*

The **most comprehensive, integrated marketing program** directly focused on driving your company's local government sales.

# *A Dynamic* **Collaborative**

*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.*



*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*

# Strong Leadership

## **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.

## **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.

## **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.

# Program Elements

**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](http://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](http://www.digitalcommunities.com)

**Call for more information: 877.932.1337**

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