



# GOVERNING *Events*



# Collaboration between Public and Private Sector Partners





**GOVERNING** has been connecting America's leaders for a quarter century. During that time, we've come to understand the true meaning of what it is to govern, to lead by example and to be a dedicated public servant.

GOVERNING celebrates public officials, and in doing so we provide them with the information, insight and intelligence needed to succeed. We strongly believe in the value of bringing together thought leaders and innovators from across geographic and institutional boundaries for candid conversation on the critical issues impacting our communities.

GOVERNING's event opportunities provide a forum for collaboration and partnership. Through a year-long line-up of GOVERNING forums, summits and custom events, public and private sector leaders share effective strategies, relevant solutions and necessary information that empower state and local leaders to create better governance.

### **GOVERNING Events**

- **Outlook in the States and Localities**  
*January 31st & February 1st, 2012*
- **2011 GOVERNING Leadership Forums**  
*North Carolina - April 27th, Texas - September 7th  
California - October 6th, New York - November 9th*
- **GOVERNING Summit: Sustainability**  
*June 21st & 22nd*
- **GOVERNING Summit: Cost of Government**  
*September 12th & 13th*
- **Public Officials of the Year**  
*November 17th*

### **GOVERNING Custom Events**

- Editorial Roundtables
- Custom Roundtables and Road Shows

**GOVERNING events unite the right people, the right questions and the right solutions.**



January 31 – February 1, 2012  
National Press Club  
Washington, D.C.

The start of a new year brings with it new priorities, new agendas and new challenges for state and local government. As leaders continue to face evolving fiscal realities and a shifting political climate, they must develop new strategies for meeting the needs of our states, cities and counties.



**GOVERNING**

*Kathleen Sebelius, Secretary, U.S. Department of Health and Human Services*

# OUTLOOK IN THE STATES & LOCALITIES

GOVERNING's Outlook in the States and Localities is the premier event for anyone needing to stay well-informed on the issues impacting state and local government by setting the direction for the new year. Changes in the government landscape pose extensive opportunities and Outlook brings these opportunities center stage by inviting public executives to openly discuss the issues they will confront in the following months.

Industry leaders, government affairs executives and advocacy groups have come to rely on Outlook for providing an exclusive first look at the issues and trends shaping state and local policy, management and operations decisions straight from the source.

This two-day event is packed with not-to-be-missed insights that will offer attendees strategies for engaging executive leadership and positioning their organization to succeed in the year ahead.

## Attendees will learn about these topics and many more:

- What are the federal administration priorities impacting state and local government?
- How are states coping with budget shortfalls?
- What projects and policies will be critical in the coming year?
- Key markets: Health, Technology, Energy and Pensions, among others

## An Investment that Will Pay Year-Long Dividends

In addition to gaining insights that will prepare attendees and their organizations for the year ahead, the audience receives exclusive access to the presentations and video shared by speakers during the conference. These presentations are tools that can be referenced throughout the year.

## Investment

**Attendance: \$995, early-bird \$795**

**Sponsorship: \$4,700 net**

## The Most Preeminent State and Local Thought Leaders Join Us Each Year

### Expert speakers from past events include:

#### **Governor Martin O'Malley**

*State of Maryland*

#### **Kathleen Sebelius**

*Secretary, U.S. Department of Health and Human Services*

#### **Mark Zandi**

*Chief Economist and Co-founder of Moody's Economy.com*

#### **Mike Fisher**

*Attorney General of Pennsylvania*

#### **Michael Locatis**

*Chief Information Officer, State of Colorado*

#### **David Wyss**

*Chief Economist, Standard and Poor's, Inc.*

#### **Jeff Hatch-Miller**

*Representative, Arizona House of Representatives*

#### **Dana Levenson**

*Chief Financial Officer, City of Chicago*

## Event Highlights

- First look at the strategies, priorities and agendas for state and local government in the year ahead
- Two-day event packed with insights presented by state and local thought leaders and practitioners
- Attendees gain strategies for engaging executive leadership and position their organization to succeed in the coming months

## 2011 GOVERNING LEADERSHIP FORUMS

### Providing a Seat at the Table

What does it mean to lead during a time of fluctuating revenues, increasing service demands, growing populations, an aging infrastructure and an economy in transition? How do today's leaders prepare for the challenges of tomorrow?

Sharing winning strategies from the best of state and local governments can accelerate monumental change in other jurisdictions across the nation. To better serve our state and local leaders in these difficult times, we're bringing the best of GOVERNING Magazine on the road with our award winning editorial team and highly experienced government executive network.



*Lanier Canisler, Secretary, Health and Human Services, State of North Carolina*

# 2011 GOVERNING LEADERSHIP FORUMS

Convened in strategic states, GOVERNING's Leadership Forum series will examine the people, policies and programs that embody the region and its current political landscape. GOVERNING will assemble an unparalleled line-up of key decision makers and industry leaders to engage in innovative discussion on the most important issues impacting each host state. At no other event will industry partners be granted such a prominent seat at the table alongside public executives of equal caliber and importance.

Industry leaders and government executives from the region will develop the program for each forum through an in-person advisory board, allowing their expertise to shape an agenda that matters where they live.

Together, this unique gathering of public and private sector leaders will generate best practices and strategies for meeting the challenges ahead in a highly interactive format tailored to each host jurisdiction.

## The Venues

### **GOVERNING North Carolina:**

*Raleigh, NC (April 27, 2011)*

*Advisory board: March 1*

### **GOVERNING Texas:**

*Austin, TX (September 7, 2011)*

*Advisory board: June 7*

### **GOVERNING California:**

*Sacramento, CA (October 6, 2011)*

*Advisory board: July 7*

### **GOVERNING New York:**

*Albany, NY (November 9, 2011)*

*Advisory board: August 10*

## The Leaders of a Region

The audience of each forum will include executive and management-level officials across jurisdictions, agencies and the region.

Approximately 100-125 attendees from various agencies will include agency directors, cabinet secretaries, department directors, city managers, lines of business managers and program managers.

## Developing an Open Dialogue

The event will be discussion-driven, designed to engage forum attendees early and often. Concise presentations will allow for optimum audience interaction and GOVERNING editorial will be involved in event delivery. Event partners will be able to participate in discussions during all forum sessions.

## A Seat at the Table

Event partners will receive an unparalleled opportunity to develop and foster relationships and partnerships with state and local leaders. By having "a seat at the table," sponsors will be directly involved in formulating solutions to the pressing issues facing state and local governments.

## Event Highlights

- Executive gathering of 100-125 leaders from strategic states examine the issues most critical to each host state
- Industry leaders are granted a prominent seat at the table alongside public executives at advisory board and forum to shape event program
- Sponsors are directly involved in formulating solutions in a highly interactive format designed to foster relationships

**Investment: \$25,000 net**

## GOVERNING SUMMIT | SUSTAINABILITY

June 21-22, 2011  
Lincoln Center  
New York City

### Building Sustainable 21st Century Communities

Hosted in cooperation with the City of New York and the City University of New York (CUNY)

As budgets across the nation continue to be cut, the need for a “green economy” and sustainable government programs that will support the long-term vitality of our communities is of growing importance. How do government leaders tackle this pressing issue while addressing the current financial challenges our states, cities and counties face?

The answer is a complex one, not easily resolved in a day. However, GOVERNING is going to start this critical conversation by gathering a select group of state and local executives and experts from around the country to share what works, what doesn't and what effective strategies will help government evolve into a green consumer.

# GOVERNING SUMMIT | SUSTAINABILITY

GOVERNING's Summit on Sustainability will focus on four key areas where sustainable planning is urgently needed: jobs/economic development, energy, infrastructure/transportation/green buildings and leadership/policy. The Summit's ultimate goal will be to help government leaders plan for a sustainable future by sharing new technologies, breakthrough policy, financial solutions and best practices from across the nation.

The Summit will convene in NYC in partnership with the City of New York and the City University of New York (CUNY). GOVERNING will assemble an exclusive set of industry leaders to bring their knowledge and expertise to this executive discussion, while also presenting best practices for the issues addressed.

GOVERNING is committed to creating a national event that will connect public executives and position private sector partners as industry experts with beneficial solutions.

## The First Audience of its Kind

Targeting the nation's 100 largest cities and specific state agencies, the Summit's audience will be the very first of its kind — comprised of state elected officials, sustainability directors and public works, facility, utility and transportation executives. GOVERNING's unique gathering of practitioners and thought leaders from these areas promises to generate the most innovative dialogue on the topic of sustainability to date.

## Beyond "thinking green" — A New Sustainable Agenda

Seventy hand-selected government executives from across the nation, plus significant NYC government participation, will engage in interactive, facilitated discussion — offering partners multiple opportunities to share company solutions.

## Summary of key themes

- PlaNYC in 2011 and Beyond
- Sustainable Jobs and Economic Recovery
- Renewable and Clean Energy, Smart Grid and Energy Efficiencies
- Smart Buildings, Infrastructure Investments and Transportation
- Leadership, Policy and Transparency

## Continuing the Conversation with the Sustainability Playbook

The conversation on Sustainability doesn't end at the Summit — it's really only just begun. GOVERNING's editorial team will capture the conversations started at the Summit by creating a Sustainability Playbook. This compilation of strategies and best practices is much like a "playbook" used by any team — at its core the playbook serves as a reference guide that contains diagrams of successful plays. Partners are encouraged to share solutions briefings and case studies within the playbook to continue the networking and collaboration already underway.

## Becoming Part of the Solution

GOVERNING's Summit on Sustainability provides partners with access to the decision makers and policy leaders who will use the strategies learned to drive and implement new sustainable programs and initiatives across the nation.

GOVERNING is the only media platform with extensive relationships across the state and local market. Let us position your organization at the gateway to a new, sustainable era in government.

## Event Highlights

- A national summit designed to generate sustainable solutions for meeting the growing demands of government in the areas of jobs/economic development, energy, infrastructure/transportation and policy
- First audience of its kind will be gathered from the nation's largest cities and specific state agencies: 70-80 state elected officials, sustainability directors and public works, facility, utility and transportation executives
- Industry partners engage the decision makers and policy leaders who will implement strategies shared at the summit

**Investment: \$35,000 net**



**GOVERNING  
SUMMIT**

**COST OF  
GOVERNMENT**

**September 12-13, 2011  
The Newseum  
Washington, D.C.**

“We’re facing deep, structural and long standing fiscal problems. We’re still operating under public systems that were built in the Industrial Age. So are we going to just muddle through? Are we going to kick the can down the road? Are we going to allow political polarization to paralyze progress, because it’s not a question of ‘big’ government versus ‘small’ government. The question is how do you create new government for a new era?”

— *Governing Playbook, In the Arena: Taking the Field in Tough Times*, Summit on the Cost of Government 2010

These sentiments were some of the many shared during GOVERNING’s first Summit on the Cost of Government in September 2010. Since then, much has changed as we prepare to convene again this September to determine how we can confront the hard work of building America’s future.

*Senator Mark R. Warner, United States Senate, Commonwealth of Virginia*

# GOVERNING SUMMIT | COST OF GOVERNMENT

There is nothing of greater importance to public finance and management than the cost of government. GOVERNING is making a multi-year commitment to understanding, exploring and explaining the complex dynamics behind a simple question — how can we afford the government we need?

By the time senior policy leaders, influential thought leaders and practitioners gather in the nation's capital on September 12th, the first round of budget-cutting and adjusting will be substantially done. The reality of the revenue equation will be settling in. Policy makers, budget writers and public managers will be grappling with cuts to programs that people will actually miss. The policy, planning and investment decisions made during this period will have both short-term operational and service delivery impacts, while also setting the trajectory for future growth and prosperity.

GOVERNING is uniquely able to convene the people who make these decisions, now and tomorrow. Together with the insight of industry experts, they will share best and emerging practices, compare approaches to budgeting effectively and overcome the challenges of the moment:

- As 26 new gubernatorial administrations settle in, how are leaders meeting current fiscal and political realities?
- What's working as states and localities forge a path forward?
- How do government leaders strike the right balance in the new revenue vs services equation?
- Are successful strategies being developed that meet demands of the current crises while simultaneously laying a foundation for future fiscal and program sustainability?

## Seasoned Experts from Inside and Outside Government

As an invitation-only event, GOVERNING will develop an executive audience composition that includes key government leaders at the undersecretary and agency director level across all agencies, as well as industry leaders whose expertise will help generate critical solutions.

## Continuing the Conversation with the Cost of Government Playbook

Leaders can't tackle the challenges they face without a plan. The speakers from the Summit on the Cost of Government will contribute strategies and best practices, or "plays" to the Cost of Government Playbook. This set of plays will be compiled by GOVERNING's editorial team to capture conversations among leading public officials and allow for further networking. In addition, Summit partners will have the opportunity to recommend white papers, case studies and solutions briefings for future reference.

## Becoming Part of the Solution

GOVERNING's Summit on the Cost of Government provides partners with access to the decision makers and policy leaders who will use the strategies shared at the Summit to implement cost-effective solutions at agencies throughout the country.

Creating a government that we can afford while still providing the services we need is an overwhelming undertaking. GOVERNING's Summit aims to better equip state and local leaders with the tools to make government work against daunting odds. This effective 'toolkit' will be the result of on-going, open dialogue, and we invite you to join the conversation.

## Event Highlights

- A national summit that will examine how we afford the government we need by sharing insights and formulating strategies for building America's future
- An executive audience of key leaders at the undersecretary and agency director level engage with industry leaders whose expertise will help generate critical solutions
- Sponsors will become a part of an effective 'toolkit' by providing state and local leaders with the tools to make government work better

**Investment: \$35,000 net**

PUBLIC  
OFFICIALS  
*of the* YEAR

November 17, 2011  
Willard InterContinental Hotel  
Washington, D.C.

**Tough. Dogged. Tenacious. Wise.**

They represent the finest traditions of public service. They inspire and instruct by example. They make our communities better. They make us proud.

These are the qualities that represent GOVERNING's Public Officials of the Year.

Since 1994, GOVERNING has honored the best and brightest from state, city and county government. As our nation's true leaders, these men and women personify extraordinary leadership, courage, innovation, creativity, excellence and perseverance. Their accomplishments set the standard for public greatness.

GOVERNING

PUBLIC  
OFFICIALS

*Mick Cornett, Mayor, Oklahoma City, Oklahoma*

# PUBLIC OFFICIALS OF THE YEAR

GOVERNING recognizes these leaders through a national public service award program that's in a class of its own. Since the program's inception, Public Officials of the Year has become the nation's preeminent accolade for state and local officials. The awards are regularly spotlighted by journalists, government leaders and the winners themselves.

Award recipients are featured in GOVERNING's November issue and celebrated at an invitation-only gala in Washington, D.C. at the historic Willard InterContinental Hotel.

GOVERNING invites you to join a select number of partner companies with a strong commitment to public service and improving government by honoring the Public Officials of the Year, Class of 2011.

## Partnering with Public Greatness

The Public Officials of the Year Awards gala is an intimate and special evening that celebrates excellence in government. The inspirational tales from honorees leave attendees motivated to affect change within their own jurisdictions — public and private sector alike.

As an invitation-only event, partners of this exclusive awards program receive unparalleled access to some of the nation's most innovative and influential leaders. Sponsorship provides a distinct opportunity for organizations to align with the qualities of leadership, innovation and excellence that the award recognizes. Sponsors will be invited to the podium to introduce during the award presentations.

GOVERNING will showcase the legacy of Public Officials of the Year through a commemorative yearbook which features the history and heritage of past winners. Program partners are invited to participate in this executive compilation by sharing their thoughts on the importance of public service.

While GOVERNING's Public Officials of the Year culminates on a November evening in the grand setting of the iconic Willard InterContinental Hotel, the award and its prestige live on indefinitely.

**Investment: \$35,000 net**

## Snapshot of Past Public Officials of the Year

### **Kathleen Sebelius**

*Insurance Commissioner, State of Kansas – 2001*

### **Howard Dean**

*Governor, Vermont – 2002*

### **Mark Warner**

*Governor, Virginia – 2004*

### **Mike Huckabee**

*Governor, Arkansas – 2005*

### **Teri Takai**

*Chief Information Officer, Michigan – 2005*

### **Haley Barbour**

*Governor, Mississippi – 2006*

### **Andrew Romanoff**

*Speaker of the Colorado House of Representatives – 2008*

### **Mitch Daniels**

*Governor, Indiana – 2008*

### **Jay Williams**

*Mayor, City of Youngstown, Ohio – 2009*

### **Martin O'Malley**

*Governor, State of Maryland – 2009*

### **John Covington**

*Superintendent of Schools, Kansas City, Missouri – 2010*

### **Steve Fletcher**

*Chief Information Officer, State of Utah – 2010*

### **Diana Urban**

*Representative, State of Connecticut – 2010*

## Custom Events

By leveraging our editorial expertise and extensive market reach, GOVERNING custom events create a targeted environment that aligns with our partner's marketing objectives, while developing collaboration, education and networking within the state and local community. GOVERNING's event team produces every event with original content and an executive audience acquisition strategy.

### Editorial Roundtables

- Turnkey event platform uniting 12-15 senior government officials for a discussion about challenges, opportunities, initiatives and progress
- Members of the GOVERNING editorial team lead the 90-minute, off-the-record roundtable to create an unbiased forum
- GOVERNING handles event logistics; two sponsor executives may attend

**Investment:** \$17,000 net

### Custom Roundtables and Road Shows

- Spotlight case studies, showcase customer testimonials or promote a specific content/focus area
- Positions sponsor as a public sector thought/solutions leader
  - Executive roundtables/dinners
  - Executive sessions
  - Executive summits
- Multi-city series/road shows are recommended to deliver message across jurisdictions

**Investment:** \$17,000 – \$ 40,000 net (price depends on format)

### Sample Events

- Livable Communities Summit Series
- Working Dialogue on Energy and Climate Policy Editorial Roundtables
- Solutions for America's Infrastructure Roundtables

# Custom Event Case Study

## Economic Recovery and the Mobile Economy

In August 2010, GOVERNING and CTIA convened a series of roundtables to create a shared understanding of mobility's role as both a catalyst for economic growth and competitiveness, and as a contributor to safe and healthy communities.

Led by Dr. Rob Atkinson, president of the Innovation Technology Foundation, the roundtables brought together leaders from each host state for a day of best practices, collaboration and strategic networking.

### Locations:

Sacramento, C.A. | Albany, N.Y. | Olympia, W.A.

## Executive Audience Composition

### Legislative Committee Members

Energy, Utilities and Communications, Revenue and Taxation, Commerce and Labor, Local Government, Jobs, Economic Development and the Economy, Technology, Energy and Communications, Libraries and Education Technology

### Executive Branch

Attorney General, Cabinet Secretary, Agency Director, Policy Advisor, CIO, CTO, Mayor, Mayor Cabinet Members, Telecom Advisors, County Executive, City Manager, County/City Attorney

## Sample Event Agenda

### 9:00 am

Welcome and introductions

### 9:15 am

Opening remarks from prominent state senator in each region

### 9:30 am

Realizing the Economic and Social Benefits of Mobile Broadband

- **Wireless Trends**
- **Current Challenges and Opportunities in the Wireless Ecosystem**
- **U.S. Productivity Indicators**

### 10:30 am

Roundtable Discussion and Working Lunch

- **Wireless Opportunities and Challenges**
- **Economic Recovery**
- **21st Century Broadband**
- **Closing the Digital Divide with Mobile Broadband (mobile health, mobile education)**
- **Smart Grid**
- **Wireless and Public Safety**
- **Transportation Aspects**

### 1:15 pm

Closing Remarks

sponsored by:



## Contact Us

For more information about GOVERNING's events, please contact our office:

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