

2011 GOVERNING LEADERSHIP FORUMS

Governing today is more complex than ever with fluctuating revenues, increasing service demands, population growth, aging infrastructure and an economy in transition.

For 24 years, GOVERNING has provided state and local leaders with the resources needed to confront the challenges of government. This year, GOVERNING will debut its Leadership Forum series to bring public and private sector executives together for innovative discussion on how to effectively lead our states and localities in 2011.

Convened in strategic states, each forum will be a unique gathering of senior managers, elected officials and industry leaders. The program for each forum will be developed through an advisory board comprised of government executives from the region and event sponsors that bring local, on-the-ground expertise to shaping an agenda that matters where they live.

Together, public and private sector leaders – coupled with the unique and authoritative editorial perspective of GOVERNING – will identify the most pressing issues the states and localities will face in 2011, and discuss strategies and best practices for meeting the challenges ahead.

A Seat at the Table

Each forum will provide sponsors the opportunity to develop relationships with the key state and local decision makers within the region, both during the advisory board meeting and the forum.

- Prior to the advisory board, GOVERNING will provide each sponsor an overview of the forum agenda and possible topics
- Advisory board will meet in person and discuss the critical issues for the state and local regions for the upcoming year and beyond; sponsors will join in on the frank and open conversations while developing relationships with key government leaders in the region
- Draft program will be emailed to advisory board

The Venues

GOVERNING North Carolina: A Leadership Forum

Raleigh, NC (April 27, 2011)

Advisory Board Meeting: March 1

GOVERNING Texas: A Leadership Forum

Austin, TX (September 7, 2011)

Advisory Board Meeting: June 7

GOVERNING California: A Leadership Forum

Sacramento, CA (October 6, 2011)

Advisory Board Meeting: July 7

GOVERNING New York: A Leadership Forum

Albany, NY (November 9, 2011)

Advisory Board Meeting: August 10

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. Sponsors will be able to participate in discussions during all forum sessions.

Agenda

- Keynote/Setting the Stage - Why this forum matters
- Plenary session – Build on the keynote, involve executive government leaders in discussion
- 2-3 breakout sessions – topics of regional interest
- Lunch and lunch keynote – Speaker will provide inspiration and hope about leadership
- 2-3 breakout sessions – topics of regional interest
- Plenary session – What we learned, facilitated wrap up session
- Reception

Sample Content Areas

- Jobs/Workforce
- Budget/Finance
- Healthcare
- Efficiencies/Performance
- Energy
- Human Resources
- Infrastructure
- Sustainability
- Transportation

Potential Themes for Breakout Sessions

- Public Finance and Management
- Performance and Change Management
- Accountability and Transparency
- Citizen Engagement and Civic Health

Memorializing the Conversation

Forum participants will receive a post-event summary to continue the conversation and allow for further networking.

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The Leaders of a Region

The audience of each forum will be comprised of executive and management-level officials across jurisdictions, agencies and the region – **100-125 attendees.**

Agency Directors

City Managers

Dept. Directors (state agencies/departments)

Deputy Directors

County Managers

Lines of Business Managers

Cabinet Secretaries

Deputy Secretaries

Program Managers

Forum Sponsorship

Sponsors 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.

Pre-Event

- Join a select group of leaders from the region at the in-person advisory board to shape the forum content and speaker line-up. One executive representative may attend per sponsorship.
- Access to fellow advisory board members through full registration list with contact information
- Pre-advisory board call with conference director
- Direct involvement with content planning post advisory board meeting
- Promotion as forum sponsor on governing.com regional forum webpage

Day of the Event

- Extended thank you from GOVERNING's Publisher with company executive acknowledgment
- Full engagement with regional leaders in all program discussions and general sessions
- Two sponsor executive registrations at forum
- Opportunity to acquire two additional registrations
- Showcase solutions through best practice case study given to all forum participants. Sponsors may submit a single-page, two-sided case study - distributed by GOVERNING.
- Display company literature at designated forum resource table
- Logo inclusion on event collateral
- Full-page company profile showcased in event program

Post-Event

- Access to forum attendees through full attendee registration list with contact information
- Web presence as corporate sponsor on the governing.com regional forum webpage

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