

# GOVERNING

## Webinars

### Offers the Opportunity to Engage and Influence

Webinars offer innovative and cost-effective solutions for disseminating information and promoting new solutions, product launches, strategic partnerships and more. GOVERNING utilizes a consultative, customized approach to help develop and execute a targeted program that enhances marketing strategies, reinforces brand/thought leadership initiatives and generates qualified leads.

### Webinars - \$25,000 net

#### Program Overview

- Completely sponsor-driven, interactive online event
- Customized registration page with sponsor logo and two qualifier fields and/or customized questions
- Full registrant contact information (includes two qualifier fields), attendee list and Q&A report to be provided post-event
- Six-month online archiving for on-demand use on governing.com; post-event activity reports are also available on request

#### Content/Program Development

- Sponsor agrees to secure panelist(s) and to confirm event no later than 8 weeks prior to event
- Sponsor is responsible for program development, speaker recruitment and coordination, a GOVERNING business executive (Publisher, Associate Publisher, etc.) will serve as moderator for the program
- GOVERNING will provide sponsor with powerpoint template for the program presentation
- GOVERNING handles event logistics with On24 (provides technical assistance)
- GOVERNING will set up a rehearsal date with panel one week prior to event

#### Event Promotion

- Two targeted emails to 15,000 opt-in database contacts
- Four ad placements promoting the event in GOVERNING e-mail newsletters (on a space available basis)
- 50,000 ROS impressions on governing.com (leaderboard, medium rectangle and skyscraper placements on space available basis; sponsor must provide ad creative)
- Event listing with sponsor logo placement on governing.com


For more information,  
contact our office:  
  
202.862.8802  
advertising@governing.com



**GETTING IT RIGHT:**  
Customer Service and  
Citizen Engagement

Join Adobe and GOVERNING for a  
one-hour Web event on **THURSDAY,**  
**FEBRUARY 18 AT 2PM ET** that focuses  
on improving citizen customer service,  
increasing citizen engagement in  
government and raising citizen  
expectations.

**REGISTER NOW.**



WEB-BASED INSIGHT ON THE ISSUES THAT MOST AFFECT STATE AND LOCAL GOVERNMENT TODAY

**Transforming Your Government Agency with Collaboration**

Join GOVERNING and Adobe on September 29 at 2 p.m. ET/11 a.m. PT to discuss one government organization's communication and collaboration (eLearning) platform and how this has enabled the organization to be more productive.

This live, interactive web event will address:

- What challenges the organization had around collaboration, communication and learning that caused them to look for solutions
- What solutions the organization decided upon and how they reached the decision
- What obstacles the agency had to overcome to implement the new eLearning platform
- How this new eLearning focus has helped the organization increase productivity and organization effectiveness, and save time

[Register now](#)

**Complimentary Webinar**

September 29, 2010  
2:00 p.m. ET / 11:00 a.m. PT  
Duration: 60 Minutes

[Register now](#)

**Speakers:**


**Rick Landsman**  
Senior Partner  
Marick Group

**Fred Kuhn**  
Publisher  
GOVERNING

**Questions? Contact us**

**Lee Vang**  
Registration Coordinator  
800.917.7732 ext. 1407  
lvang@governing.com

Sponsored by:



Adobe

# GOVERNING

## Online Forums

### Offers the Opportunity to Engage and Influence

Online Forums take an in-depth look at hot topics across the state and local government market. Each high-impact event offers top-level public sector leaders practical insights they can use to streamline and enhance government programs, missions and mandates.

### Online Forums - \$25,000 net

#### Program Overview

- Moderated by a senior member of the GOVERNING editorial team
- Aligns with the 2011 GOVERNING editorial calendar
- Generates viable leads without the need to create event content or recruit speakers
- Customized registration page with sponsor logo
- Full registrant contact information, attendee list and Q&A report to be provided post-event
- Six-month online archiving for on-demand use on governing.com; post-event activity reports are also available on request

#### Content/Program Development

- GOVERNING is responsible for program development, speaker recruitment and coordination, a member of the GOVERNING editorial team will serve as moderator
- Sponsor to provide logo, executive speaker bio and photo for promotional use six weeks prior to event
- Sponsor to be introduced by the moderator and may give 2-3 minutes of introductory comments
- GOVERNING handles event logistics with On24 (provides technical assistance)

#### Event Promotion

- Two targeted emails to 15,000 opt-in database contacts (includes sponsor logo and hyperlink)
- Four ad placements promoting the event in GOVERNING e-mail newsletters (on a space available basis)
- 50,000 ROS impressions on governing.com (leaderboard, medium rectangle and skyscraper placements on space available basis)
- Event listing with sponsor logo placement on governing.com

Month	Topics	Month	Topics
Jan	Legislative Special Report Mobile Technology	Jul	Pensions Cloud Computing
Feb	Immigration Prioritizing Spending	Aug	Economic Development Workforce Planning
Mar	Technology Special Report Education	Sept	Healthcare Special Report Sustainability
Apr	Privatization Health Information Exchanges	Oct	Transportation Funding Intergovernmental Relations
May	Medicaid Energy Efficiency	Nov	Public Officials of the Year Tax Reform
Jun	Infrastructure Special Report Performance Management	Dec	Human Services Information Security

For more information, contact our office: 202.862.8802 or [advertising@governing.com](mailto:advertising@governing.com)

# GOVERNING

## Sample Attendees

### Online Event Topic: Customer Service

Activity Project Manager  
Auditor  
Budget & Finance Analyst  
Chief Administrator, Financial Services  
Chief Information Officer  
Chief Operating Officer  
Chief, Office of Workforce Development  
City Administrator  
City Auditor  
City Manager  
Communications Director  
Community Development Director  
Councilmember  
County Commissioner  
County Treasurer  
Customer Service Manager/Administrator  
Director of Administrative Services  
Director of Community Development  
Director of Customer Service  
Director of Municipal Development  
Director of Parks & Recreation  
Director of Planning  
Director of Public Works  
Director of Special Projects  
Director, Constituent Services  
Director, Department of Health  
Director, Department of Revenue  
Director, DMV  
Director, Environmental Health  
Director, Gov. Office of Customer Service  
Director, Human Resources  
Director, Risk Management  
DMV Manager  
Election Supervisor  
Finance Director  
Fire Chief  
Government Relations Officer  
Grants Administrator

Health Commissioner  
Health Ed. Risk Reduction Coordinator  
HR Manager  
Human Resource Director  
Human Services Manager  
Information and Referral Supervisor  
Inspections Director  
IT Director  
IT Procurement and Administration  
Legislative Analyst  
Local Dept of Child Services Director  
Management Analyst  
Manager, Strategic Planning  
Manager, Workforce Development  
Managing Director  
Marketing & Communications Manager  
Mayor  
Medicaid Policy & Compliance Specialist  
Payroll & Benefits Coordinator  
Performance Management Coordinator  
Planning and Building Director  
Police Customer Service Manager  
Policy and Administration Manager  
PR Coordinator  
Program Director, Change Management  
Public Works Supervisor  
Purchasing Agent  
Service Improvement Manager  
Social Services Director  
Solid Waste Planner  
State Highway Admin. Project Manager  
Sustainability Coordinator  
Town Administrator  
Training Manager  
Village Administrator  
Village President  
Workforce Development Coordinator  
Workforce Systems Manager

# GOVERNING

## Sample Attendees

### Online Event Topic: Stimulus and Recovery

Appropriations Coordinator  
ARRA Consultant  
ARRA Funds Manager  
ARRA Performance Manager  
ARRA Project Manager  
Audit Director  
Auditor  
Benefits Administrator  
Business Development and Grants Manager  
Chief Accounting Officer  
Chief Analyst  
Chief Enterprise Architect  
Chief Financial Officer  
Chief Legal Counsel  
Chief of Police  
Chief Operating Officer  
Chief Operations Officer  
Chief Procurement Officer  
Chief Solutions Officer  
Chief Solutions Officer  
Chief Technology Officer  
Chief, Health Information Technology  
City Administrator  
City Administrator  
City Manager  
City Planner  
Communications Dir./Mgr./Specialist  
Community Dev. Coord./Dir./Specialist  
Comptroller  
Contract Mgr./Administrator/Officer  
Controller  
Councilmember  
County Clerk/ Auditor  
County Commissioner  
Director, Accounting  
Director, Communications  
Director, Community Development  
Director, Department of Corrections  
Director, Department of Health  
Director, Emergency Management  
Director, eProcurement  
Director, Federal Relations  
Director, General Services  
Director, Government Affairs  
Director, Grants Management  
Director, Higher Education  
Director, Human Resources  
Director, Intergovernmental Services  
Director, Legislative Affairs  
Director, Mayor's Office of Operations  
Director, Office of Economic Stimulus  
Director, Office of State Budget  
Director, Parks and Recreation  
Dir., Planning & Economic Development  
Director, Purchasing  
Director, Strategic Sourcing  
Economic Development Dir./Manager  
Economic Recovery Coordinator  
Economic Stimulus Coordinator  
Federal Funds Coordinator  
Federal Grants Analyst  
Fiscal Administrator  
Fleet Services Manager  
GIS Director  
Inspector General  
IT Director  
Mayor  
Performance Auditor  
Planning Director  
Program Director, USDA  
Special Advisor to the Governor  
State Budget Officer  
State Representative  
Town Manager  
Training Specialist  
Transportation Planner

# GOVERNING

## Sample Attendees

### Online Event Topic: Green Government

Airport Administrator  
Alderman  
Area Economic Development Director  
Auditor  
Budget Director  
Chair, Jobs Council  
Chief Engineer  
Chief Information Officer  
Chief of Police  
Chief Operating Officer  
Chief Technology Officer  
City Administrator  
City Council  
City Manager  
City Planner  
Climate Change Advisor  
Climate Program Coordinator  
Commissioner of Education  
Communications Coordinator  
Community Development Director  
Conservation Programs Manager  
County Administrator  
County Assessor  
County Commissioner  
Customer Service Manager  
Data Center Manager  
Desktop Support Manager  
Development Coordinator  
Director of Accounting  
Director of Administrative Services  
Director of Environmental Affairs  
Director of Environmental Purchasing  
Director of Human Resources  
Director of Legislative Affairs  
Director of Planning & Sustainability  
Director of Purchasing  
Director of State Regulatory Affairs  
Director of Water Funding Initiative

Director, Enterprise Architecture  
Director, Municipal Utilities  
Director, Office of Lean Management  
Director, Office of Sustainability  
Election Commission Administrator  
Emergency Services Director  
Energy Analyst  
Energy Efficiency Coordinator  
Environmental Coordinator/Manager  
Environmental Scientist  
Finance Director  
GIS Director  
GIS Manager  
Grants Administrator  
Green City Coordinator  
Green Communities Coordinator  
Greening Government Program Manager  
Land Commissioner  
Mayor  
Planning Director  
Public Health Administrator  
Public Information Officer  
Public Works Administrator  
Purchasing Manager  
Recycling Director  
Regional Solid Waste Geologist  
Senior Environmental Analyst  
State Fleet Manager  
State Representative  
Sustainability Consultant  
Sustainability Coord./Mgr./Officer/Dir.  
Town Manager  
Treasurer  
Utility Manager  
Village Administrator  
Village Manager  
Water Conservation Manager  
Workforce Development Specialist