

INVITATION FROM THE FEDERAL CONSULTING GROUP

**PROACTIVE PUBLIC
COMMUNICATION ROUNDTABLE**

What: **Proactive Public Communication Roundtable**

When: **Monday, December 10, 2007**

The roundtable meeting is from **9:30 am to Noon**.

Where: **Mint Conference Room C
801 9th St, NW
2nd Floor
Washington, DC 20239**

From Gallery Place metro station (Red, Yellow, and Green lines)

Take the 9th Street Exit

Walk north 1 block on 9th Street (cross H Street)

From Metro Center metro station (Blue, Orange, and Red lines)

Take the 11th Street Exit

Walk east 2 blocks on G Street, then north 2 blocks on 9th Street
(cross 10th Street, H Street)

How: Sign up at http://www.govdelivery.com/company/usergroups/federal_dec07/

PROGRAM

9:30 am	Registration & Breakfast
9:45 am	Welcome & Overview; Ron Oberbillig - Chief Operating Officer, FCG 1st Annual Review – Government-to-Citizen Metrics and Results; Brett Berntsen – Product Manager, GovDelivery, Inc. <ul style="list-style-type: none">• Benchmarking results across Federal government• New and planned reporting/metrics capabilities• Roundtable Discussion: What can agencies track? What should they track? How can metrics drive improvements?
10:45 am	Break
11:00 am	Sharing & Cross-Promoting Agency Content; Roundtable Discussion led by Scott Burns (CEO/Founder, GovDelivery) & Ron Oberbillig <ul style="list-style-type: none">• Introduction of a new opportunity to cross-promote agency content across all levels of government• Cross-agency collaboration today: Bev Godwin (USA.gov) and other GovDelivery users

	<ul style="list-style-type: none">• How cross-promotion of email subscription options can improve website metrics, support agency mission, and improve citizen communication• Issues in Privacy and Security
11:45 am	Q&A on Government-to-Citizen Communication
Noon	Adjourn