



# GOVERNMENT CONNEXT FORUM

INNOVATION FOR IMPROVED CITIZEN ENGAGEMENT

## SUSTAINABLE JERSEY'S GOVERNMENT CONNEXT FORUM

Friday, October 2, 2015  
8:30 am - 4:00 pm

(Program begins promptly at 9:30am)

The Conference Center at Mercer  
1200 Old Trenton Road, West Windsor, NJ

With tightening budgets and growing responsibilities, towns across the country are struggling to keep pace with the constant flow of new government technologies. At the same time, citizens expect immediate access to information and streamlined communication alternatives. Join us to find out how municipalities can meet these expectations and improve operating efficiencies and communications.

**Government & Nonprofit Representatives and Green Team Members:** \$35.00

**Other Attendees:** \$100.00

**REGISTER:** <http://bit.ly/govconnect>



### FORUM HIGHLIGHTS

Experts share NJ and national case studies and digital strategies for municipalities to more efficiently and effectively:

- Communicate important updates
- Provide access to public information
- Engage citizens in decision making
- Plan for communication during emergencies.

New *Sustainable Jersey Community Information & Civic Engagement* certification actions released

Companies exhibit the newest innovations and tools to get your town started

### KEYNOTE: DR. ALAN SHARK, EXECUTIVE DIRECTOR AND CEO OF THE PUBLIC TECHNOLOGY INSTITUTE

Dr. Shark is a renowned expert in mobile and e-government, technology trends in government, as well as thought-leadership professional development issues for IT executives and public managers. He will share best practices for municipalities to save money and become more efficient, while providing new and improved services to the public through innovative technologies.

### LEARNING SESSIONS: KEY SUBJECT AREAS:

#### Digital Government:

- The Wave of Digital Government Has Reached The Shore
- Communicating In The 21st Century Government
- Engaging The Citizenry in a Digital World

#### Open Government Data & Public Information:

- Open Data vs. Public Information 101: How It Relates To Your Town
- Laying The Groundwork To Open Your Municipal Data
- Advanced Case Studies In Open Data

#### Emergency Communications:

- Communication Planning for Emergencies
- Emergency Communication Strategies, Part 1: Setting The Stage
- Emergency Communication Strategies, Part 2: Getting The Word Out

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