

2012 GOVERNING LEADERSHIP FORUMS



Providing a Seat at the Table

GOVERNING's Leadership Forum Series brings public and private sector executives together for meaningful dialogue on how to effectively lead our states and localities.

Convened in strategic states, each forum will convene 200+ state and local government senior managers, elected officials and industry leaders. Together, public, private and nonprofit thought leaders will identify the most pressing issues faced by each region and explore the strategies, trends and best practices for meeting the challenges ahead.

Facilitated by GOVERNING's award-winning editorial team, each Forum will focus on 4-5 top issue areas, such as:

- Livable Communities and Economic Development
- Finance: Affording the Services and Government we Need
- Transportation and Infrastructure
- High Performance Government
- Health and Human Services

Sample Agenda

8:30 am	Registration
9:00 am	Welcome and Keynote
10:15 am	Break
10:30 am	Breakout into 4-5 In-Depth, Topical Session Tracks
10:30 – 11:15 am	Track Discussion 1
11:15 – 12:15 pm	Track Discussion 2
12:15 pm	Lunch and Keynote
1:45 pm	Break
2:00 pm	Breakout into 4-5 In-Depth Topical Session Tracks
2:30 – 3:15 pm	Track Discussion 3
3:15 – 4:00 pm	Track Discussion 4
4:00 pm	Reception

The Eight Venues



**GOVERNING
Georgia:**
Atlanta
April 26, 2012



**GOVERNING
North Carolina:**
Raleigh
May 3, 2012



**GOVERNING
Michigan:**
Lansing
June 7, 2012



**GOVERNING
Massachusetts:**
Boston
Date TBD

*List continued on reverse side
Event dates and locations are
subject to change.*

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Sample Morning Discussion Sessions: 10:30 am – 12:15 pm

Livable Communities/ Economic Development	Finance	Transportation/ Infrastructure	High Performance Government/ Procurement and Process Improvement	Health/ Human Services
Age-Friendly / Livable Communities	Pensions	Smart Roads, Bridges, Cars	Procurement Process Improvement	Emerging Practices in Managing HHS (increased case loads, how technology helps, etc.)
Energy as an Economic Driver	Benefits	Financing, P3s and More	Building Coalitions for Better Operations, Cost Savings and Improved Outcomes	Legislative and Policy Strategies

Sample Afternoon Discussion Sessions: 2:30 – 4:30 pm

Livable Communities/ Economic Development	Finance	Transportation/ Infrastructure	High Performance Government/ Procurement and Process Improvement	Health/ Human Services
Jobs and Economic Development	Budget Trends and Strategies	Planning Trans- portation for Population Trends	Government Workforce Planning, Leadership Training, Secession Planning	Innovative Partnerships
Community Investment Strategies (finance and more)	Short-term Investment Strategies	Water / Wastewater Planning and Strategy	Fleet Management	

The Eight Venues



**GOVERNING
Texas:**
Austin
September 6, 2012



**GOVERNING
California:**
Sacramento
October 3, 2012



**GOVERNING
New York:**
Albany
Date TBD



**GOVERNING
Arizona:**
Phoenix
December 5, 2012

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Audience Acquisition

The audience for each discussion area on the agenda is worked on through customized outreach and invitation. Targeted government executives relevant to the session discussion are invited and confirmed building a relevant audience of decision-making power within the host jurisdiction.

Sample public sector attendee titles:

FINANCE	HEALTH	INFRASTRUCTURE/ TRANSPORTATION
<ul style="list-style-type: none"> ▪ Governor's Policy Budget/ Finance advisory ▪ Finance/Budget Legislative Committee members ▪ Chief Investment Officers ▪ Budget Officer ▪ Budget Director ▪ Treasurer ▪ Chief Investment Officer ▪ CFO ▪ County Executive ▪ City Budget Director ▪ Accountant ▪ Auditor ▪ Performance Auditor ▪ Capital Assets Manager ▪ Finance Reporting Officer ▪ Retirement Administrator ▪ Benefits Administrator ▪ Budget and Fiscal Review Committee Members 	<ul style="list-style-type: none"> ▪ Health and finance Legislative Committee members ▪ Governor's Health Policy Advisor ▪ Secretary of Health and Human Services ▪ Assistant Secretary for HHS ▪ Deputy ▪ County Health Commissioners ▪ Health Director ▪ Medicaid and Medicare Program Chief, Deputies and Program administrators ▪ Social Services Commissioner/ Director/Deputy Director 	<ul style="list-style-type: none"> ▪ Governor's policy advisor for transportation ▪ State Transportation Commissioner/Director ▪ Deputy Commissioner for Transportation ▪ Secretary for Natural Resources ▪ Secretary for Transportation ▪ Mayor's Policy Advisor ▪ Mayor Cabinet Member ▪ County Commissioner, Supervisor, Executive ▪ City Manager ▪ Deputy City Manager ▪ City planner ▪ Sustainability Director ▪ Public Works Director ▪ Water Board Members ▪ Water Directors ▪ Facility Managers ▪ Transportation and Housing Legislative Committee Members ▪ Natural Resources and Water Legislative Committee Members ▪ Ports and Goods Movement Legislative Committee Members ▪ Energy Committee Members ▪ Community Development Legislative Committee Members/Directors/ Commissioners ▪ Public Safety Directors ▪ Fleet Superintendent ▪ Senior Planner ▪ Maintenance Director ▪ Bridge and Highway Commissioners/Directors ▪ Public Infrastructure Advisory Council Members ▪ Railroad Executive ▪ County/City Attorney ▪ Fleet Managers ▪ Directors for Sustainability ▪ Department of Energy, Directors
COMMUNITY/ECONOMIC DEVELOPMENT	HIGH PERFORMANCE GOVERNMENT	
<ul style="list-style-type: none"> ▪ Mayors ▪ Chief of Staff ▪ Mayor's Policy Advisor ▪ Mayor Cabinet Member ▪ County Commissioner, Supervisor, Executive ▪ City Manager ▪ Deputy City Manager ▪ City planner ▪ Sustainability Director ▪ Housing Director ▪ Director for Families and Children ▪ State Workforce Agency Commissioner ▪ Secretary for Economic Development/Workforce ▪ Legislative Committee members for Econ Development ▪ Grant Administrators ▪ County/City Attorney 	<ul style="list-style-type: none"> ▪ CAO ▪ COO ▪ CFO ▪ Procurement director ▪ Procurement program officer ▪ CIO ▪ Innovation Officers ▪ Performance Auditor ▪ Fleet Superintendent 	



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Sponsorship Levels and Deliverables

Platinum:

- A content planning call with the Forum Event Director
- Participation on an advisory board to help plan the event
- Advisory board list with contact information
- Four executive invitations to the Forum
- Attendance and participation in all general sessions and at all (4-5) track sessions
- General Forum participation role (introducing the opening keynote or lunch speaker, etc.)*
- Breakout Track participation role (as speaker, panelist, moderator, etc.)*
- Dedicated display table space for company materials
- Corporate profile and logo recognition on all promotional materials
- Post-event attendee list with complete contact information

Gold:

- A content planning call with the Forum Event Director
- Participation on an advisory board to help plan the event
- Advisory board list with contact information
- Three executive invitations to the Forum
- Attendance and participation in all general sessions and at 2-3 track sessions
- Breakout Track participation role (as speaker, panelist, moderator, etc.)*
- Dedicated display table space for company materials
- Corporate profile and logo recognition on all promotional materials
- Post-event attendee list with complete contact information

Silver:

- A content planning call with the Forum Event Director
- Two executive invitations to the Forum
- Attendance and participation in all general sessions and at 1-2 track sessions
- Dedicated display table space for company materials
- Corporate profile and logo recognition on all promotional materials
- Post-event attendee list with complete contact information

Bronze:

- A content planning call with the Forum Event Director
- One executive invitation to the Forum
- Dedicated display table space for company materials
- Corporate profile and logo recognition on all promotional materials
- Post-event attendee list with complete contact information

For pricing information, please contact:

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