



June 6, 2019
10 am - 2 pm

GOV 2.0

Technology & Public Engagement



Why?

From 'Open Data' to 'Gov 2.0' to 'hackathons' to 'online engagement platforms', technology is fundamentally changing the relationship between citizens and their governments. Unfortunately, understanding of what different terms mean, and what technologies should be used for particular enterprises hasn't caught up with all of these changes.

What?

This interactive seminar explores:

- ✓ A New Vocabulary - understand how various terms interact
- ✓ How Purpose Determines Platform - know your goals for citizen interaction and the technology will follow
- ✓ Thinking like an Online Marketer - the importance of outreach in the digital space
- ✓ Does Online Engagement = Public Engagement?

Who?

The seminar is designed for:

City/ County Staff: Public Information Officers, Management Staff, Planners, etc.
Elected Officials; county/regional officials and staff

About the Facilitator



Ashley Trim is the executive director of the Davenport Institute for Public Engagement and Civic Leadership at the Pepperdine School of Public Policy and a national writer and speaker on public engagement and transparency issues. She co-designed the Institute's three-day "Professional Certificate in Advanced Public Engagement for Local Government" and half-day Gov 2.0 training. Ashley has a BA in government from Patrick Henry College and an MPP from the Pepperdine School of Public Policy.

Location & Registration

Where: Pepperdine West Los Angeles Campus
6100 Center Drive, Los Angeles, CA 90045

When: 10 am - 2 pm on June 6. Lunch will be provided.

Register online at capio.org