

# Promoting e-Government, Marketing and Take up for Public Sector

Using video footage on CD-ROM

Seeing is believing...a picture paints a thousand words

## PROMOTING E-GOVERNMENT PROGRAMME

The Leading Change Partnership (LCP) is focused on identifying and helping champions develop and spread best practice in our areas of knowledge and expertise. One of these areas is e-Government and since 1995, we have developed with our customers in the public sector an innovative and effective application of ICT in the form of Digital Video on CD-ROM.

A marketing programme using the powerful medium of video and utilising the innovative application of digital technology (using the technology to demonstrate the technology):

- Video CD-ROM – a picture is worth a thousand words
- Digital library makes pick and mix possibilities to tailor message
- Gives historical overview and best practice, benchmarking measures.

The CD-ROM features: (internal council) staff; members; managers; members and (external audience) the citizen:

\*Develop the desired message, to create awareness and understanding of e-Government Programmes, achieved and future plans, for marketing take up of services, to win hearts and minds.

### For varying audiences:

- Citizen
- Members
- Staff
- CPA
- Conferences / IDEA / SOCITM / ODPM

### Methods:

- linear film story
- interactive e-Learning or Induction CD-ROM

### To achieve:

- Promotion / Advertising
- Press & Members Awareness
- Citizen Awareness
- Staff Awareness
- Briefings & Facilitation
- Training

### Multi vehicular:

- Laptop
- Trailer Events
- Plasma Screen - Reception
- PowerPoint presentations
- Internet
- Intranet
- car stereo, cd player at home!

## PROGRAMME PLAN

The Leading Change Partnership will work in partnership with the allocated Steering Group. The partnership steering group consists of the Knowledge Team – Local Government and the Know How team – LCP. We bring our toolkits, methodologies, skills and experience to the programme for which we have a proven track record and customer references.

The programme plan may be summarised as a 4-stage process, as follows:

### Stage One:

- Allocate a steering group from Bracknell Forest BC to work with LCP
- Agree message of the film
- Agree the intended audience/s
- Agree objectives

### Stage Two

- Write and agree the storyboard
- Write and agree supporting narration / script
- Write and agree shots list
- Selection of subjects
- Selection of venues

### Stage Three

- Agree running order
- Gain authorisation and permission from necessary areas and people
- Check legalities (filming the public).
- Film
- Direction, coaching of subjects.
- Edit / Production
- Project management.
- Produce Drafts

### Stage Four

- Final editing and composition.
- Agree final CD-ROM
- Broadcast!

We anticipate the 4 stages will take 4-6 weeks to complete. This is dependant upon the availability of the Knowledge Team at each stage.

## **FUTURE UPDATES TO CD-ROM**

The life span of your CD-ROM can be enhanced by regular updates.

LCP will keep your edited storyboard on archive and are able to update the CD-ROM with new film footage when requested.

Costing will be dependant on the number of modifications required.

## **COMPANY PROFILE**

We work in partnership with our customers to tailor our methods and techniques to ensure a successful fit to the organisation. The company is totally independent and we are committed to our track record of 100% customer reference sites achieved, for more information [www.theleadingchange.com](http://www.theleadingchange.com)

### **We have worked with a number of authorities in these areas including:**

Basingstoke & Deane BC.

Bracknell Forest BC

Cheltenham BC

Chesterfield BC

Cotswold DC

Forest of Dean DC

Gloucester City C

Gloucestershire CC

SOCITM

Stroud DC

Tewkesbury BC

Warwickshire CC,

Worcestershire CC,