



# Pick Up Our Signal

**Register now for our new group-live satellite training!  
Tuesday, May 8, 2007, from 1:00 p.m. - 5:00 p.m. (EST)**

## Using e-Government and CRM Systems for Improving Efficiency and Service to Citizens

### Does Your Government Wonder?

- What are the potential gains and risks of e-government and CRM technology?
- How do governments implement such applications?
- Ultimately, how can my government provide high quality service to citizens while controlling costs?

***If so, then this satellite training is exactly what you need!***

### Program Overview

Citizens are comfortable interacting electronically in their professional and personal lives and expect to interact with their governments in the same way. Governments are finding that moving to e-government and constituent relationship management (CRM) systems to enable better communication with their citizens can help streamline service delivery and also save money. This training will present how governments can enhance their ability to deliver results that are important to citizens while maintaining control of costs.

Discover the efficiencies gained by implementing such systems. Presentations by leading practitioners will focus on an overview of e-government and CRM technology, including both telephone (citizens' preferred means of contacting government) and the Internet (the fastest growing and more efficient means for conducting many types of transactions with government). Use data from e-government and CRM systems to make better decisions, allocate resources, and streamline operations.

### Key Topics to be Addressed

- Reasons to deploy e-government and CRM systems.
- Critical features and establishing a roll-out plan.
- Trends in use across country.
- Review of in-depth case studies and common themes.
- When and how to redesign your government's current operating system.
- Consideration of future maintenance.

### See Results

- Improved communication with citizens.
- Enhanced customer service ability and delivery.
- Tracked performance and outcomes of government services.
- Saved costs by redesigning business process management.

### Faculty

Cory Fleming - Senior Project Manager, ICMA, Washington, D.C.

Kristin Gonzenbach - Director of Process Improvement, DeKalb County, Georgia

Lydia A. Murray - Deputy Chief of Staff for Management, Mayor's Office/City of Chicago, Illinois

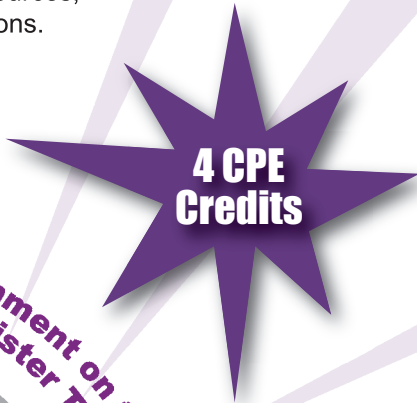
Spencer Stern - Senior Manager, Virchow, Krause & Company, LLP, Chicago, Illinois

### Schedule

- 1:00 p.m. – 5:00 p.m. Eastern Standard Time
- 12 noon – 4:00 p.m. Central Standard Time
- 11:00 a.m. – 3:00 p.m. Mountain Standard Time
- 10:00 a.m. – 2:00 p.m. Pacific Standard Time
- 9:00 a.m. – 1:00 p.m. Alaska Time

### Course Agenda

You can view a detailed course agenda at [www.gfoa.org](http://www.gfoa.org).



**Keep your Government on the Cutting Edge!  
Register Today!**



### Downlink Site in Your Area

The GFOA, along with the support of its members, has established numerous downlink sites across the United States. To view a complete list of available downlink sites, please visit [www.gfoa.org](http://www.gfoa.org). When completing your registration form, you will need to note the downlink site that you will be attending.

***This training is not broadcast via the Internet.***

If there is not a downlink site in your area and you have access to a building with a satellite dish that has C-Band or KU-Band capabilities, please consider hosting a downlink site. For more information, please visit [www.gfoa.org](http://www.gfoa.org) and/or contact the GFOA at [satellite@gfoa.org](mailto:satellite@gfoa.org).



# Sign Up Now!

Register below for our new group-live satellite training! Tuesday, May 8, 2007 1:00 p.m. - 5:00 p.m. (EST)

### Please Print or Type

Indicate if you are faxing this form. Fax accepted only with credit card payment or purchase order. **DO NOT MAIL THE ORIGINAL.**

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Check box to indicate if you are substituting for an active member.

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### Site Code and Location

See [www.gfoa.org](http://www.gfoa.org) for an updated list of downlink sites.

#### First Choice

Code: \_\_\_\_\_ Location: \_\_\_\_\_

#### Second Choice

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[www.gfoa.org](http://www.gfoa.org)



Keep your Government on the Cutting Edge! Register Today!



### Registration Fee

#### Early Registration (Postmarked and paid by 4/27/07)

- \$105 Active Government Member
- \$125 Non-Member, Public Sector
- \$145 Associate Member, Private Sector
- \$175 Non-Member, Private Sector

#### Full Registration (Postmarked and paid after 4/27/07)

- \$155 Active Government Member
- \$175 Non-Member, Public Sector
- \$195 Associate Member, Private Sector
- \$225 Non-Member, Private Sector

### Group Discount

Register and pay for **3-9** attendees and receive 15 percent off the total cost of the registrations.

Register and pay for **10 or more** attendees and receive 20 percent off the total cost of the registrations.

To qualify for the group discount, registrations must be submitted together. Individual registrations submitted separately or after the original group is submitted will not qualify for the group discounts.

### Cancellation Policy

Cancellations received on or before May 4, 2007, will incur a \$20 administrative fee. No refunds will be issued after May 4, 2007.

### Method of Payment

#### All registrations must be prepaid

Please check one:

#### Payment by check

Send to: GFOA, 3076 Eagle Way, Chicago, IL 60678-1030

#### Payment by credit card and/or purchase order

Fax to: (312) 977-4806

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**Due to number of registrations received, the GFOA cannot fax/e-mail confirmations. Confirmations will be sent via U.S. mail.**

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