

# Discussion on New Rules for Communicating with Residents

Digital Map Products (DMP, USA) will be participating as both an exhibitor and presenter at the International City/County Management Association's (ICMA) 98th Annual Conference in Phoenix, AZ, USA. This conference, which brings together local government decision-makers who serve cities, counties and regional entities of all sizes, will take place from 7 to 10 October 2012. Both in the presentation and in the booth, communicating with residents will be a focus.

Digital Map Products will be presenting at the conference on Monday, 8 October from 12:45 to 1:45 p.m. The Solutions Track session, entitled "Information Rules: Communicating with Residents in the 'Google Era'," will discuss how local governments can leverage Web 2.0 and mapping technologies to simultaneously improve citizen engagement and agency efficiency. The presentation will include case studies of municipalities who have succeeded in bridging their citizen communication gap by sharing information with residents through online interactive maps.

In addition to the Solutions Track session, Digital Map Products will also be at booth #240 where company representatives will be demonstrating and answering questions about the company's government solutions including their online citizen mapping platform, CommunityView. This solution helps municipalities publish property, agency and community information to interactive maps on their website to enhance citizen awareness and engagement.

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