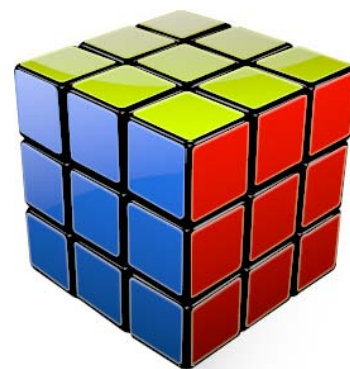


**Digital Engagement: Empowering Citizens and Government through Digital Innovation**  
6 October 2009 • Church House Conference Centre, London

GovDelivery is a proactive public communication solution offering central government agencies a highly effective method of reaching, informing and engaging the public. Built specifically for the public sector, GovDelivery is the world's leading government-to-citizen communication solution. The Software as a Service platform utilises powerful communication channels, including email, text messaging, social media and RSS to reach the public and lower communication costs.

Clients include Parliament, Highways Agency, Met Office, Business, Innovation and Skills (BIS), Department of Energy and Climate Change, Norfolk County Council, and Norwich City Council.



## DID YOU KNOW?

### Fun facts about the Rubik's Cube & GovDelivery...



The Cube is the world's top-selling toy EVER. As of January 2009, over **350 million** have been sold worldwide (*Reuters*). If all the cubes were placed on top of each other it would be enough to reach the North Pole from the South Pole!

The current **World Record** holder (for performance in an 'official' World Cubing Association event) is Erik Akkersdijk who solved the Cube in a time of **7.08 seconds** at the 2008 Czech Open.

Rubik's Cube has been featured in hundreds of books, magazines, movies and even had its own TV series on ABC in America. **Millions of web pages, blogs and YouTube® videos are now dedicated to cubing.**

National and international 'speedcubing' championships have been held regularly since 2003. The World Cube Association now runs competitions where players have to **solve the Cube one-handed, as well as having to solve the Cube using only their feet**. There is even a competition where players have to solve the Cube as quickly as possible blindfolded!

Rubik's Cube® is a Registered Trademark.

### GovDelivery®

Since January 2009, **more than 1.1 billion messages** have been sent through **GovDelivery** on behalf of our **300+** public sector clients worldwide!

**GovDelivery** delivers, on average, **55 email messages per second!** More than **13 million people** around the world subscribe to messages sent through **GovDelivery**.

Leveraging Web 2.0 tools, such as Twitter® and YouTube®, enable more **effective and transparent** governments, and promote engagement and feedback. **GovDelivery Social Media Integration** allows agencies to connect popular social media sites to a foundational email communication strategy to further **automate the communication process and reach an expanded public audience.**

**GovDelivery's** Email and Digital Subscription Management (EDSM) solution now offers **updates through email, text message and RSS.** **GovDelivery** also helps agencies utilise additional channels to improve communication through its **"Discuss This email" blog, Information Sharing Widgets,** and social media integration capabilities.