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IVCA
leaders in communication

EFFECTIVE CONTENT INITIATIVE (ECI) WORKSHOP, LONDON, 16 November 2006

This workshop event, co-sponsored by the International Visual Communication Association ([IVCA](#)), is a highly focused involving about 8-10 representatives from the private sector and an equivalent number from the public sector so as to encourage a climate of dialogue. The focus will be to explore synergies between private and public sectors, which are educational and practical and help the public sector do its job better and achieve best value for money.

Specific objectives and outcomes will be to:

- **Understand the purpose of ECI – both parties to understand the real opportunities to them afforded by rich media in the future.**

This will include getting participants' views on how the digital media/content industry can help Government engage more effectively with the citizen and businesses, and create customer-focused communications that are engaging, inclusive and efficient.

- **Come up with ideas on how to change behaviours and skills in Government in commissioning content, which will in turn, help stimulate innovation in policy delivery and communications.**
- **Consider the best ways of measuring success from these changes in terms of cost savings and interactions with citizens and businesses.**

Further events are planned for the coming months.

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