

Effective Content Newsletter – April 2007

Following our Newsletter last September, DTI held 3 successful workshops in partnership with two key trade organisations, [IVCA](#) and [Pact](#), where attendees from the public and private sector shared and learned a great deal about the success criteria and barriers to procuring/commissioning content.

A lot of consciousness raising for the Effective Content Initiative (ECI) has been achieved e.g. the endorsement of Gus O'Donnell, Cabinet Secretary & Head of the Home Civil Service and through presentations to cross-Whitehall networks such as Heads of e-communications and Marketing, as well as meetings with Cabinet Office, Central Office of Information, and the Office of Government Commerce. We have also raised awareness in the Regional Development Agencies, Devolved Administrations, and specialist press and industry/trade associations.

This has been supported by promotional materials such as the [brochure](#), [flyer](#), CD, and [commissioning guidelines](#) as well as output from the [3 workshops](#). The CD produced by industry provides compelling, engaging examples of how the public sector can use rich/new media to deliver more effective communications and services. A limited number of copies are available on a first come first serve basis and if you would like one please contact [Mary Mckevett](#) with your address.

ECI has been all about seeking to change public sector mindsets in the way the public sector interacts with the private sector, creating trust in communication, delivering meaningful services and improving the on-line experience through the wide exchange of best practice.

DTI has now achieved all what we have set out to do in raising awareness of New Media across Government and opening doors for wider industry engagement across Whitehall on this agenda. We are looking to keep the principles of the initiative alive across Whitehall.

We hope the work done in this area encourages other parts of Whitehall to look at what they can do better and more importantly, how they can bring senior management on board e.g. with regards to yearly budgets. Industry bodies are also keen for this type of engagement to continue and are liaising bilaterally with government departments. The proposed Creative

Industries Knowledge Transfer Network led by industry may also wish to carry some of the work forward.

Thanks to all the people who have participated in this initiative and we hope all of you continue to push for change on this agenda so that it results in better access to the public sector market place for businesses (particularly SME's) and better, more engaging and innovative content commissioning by the public sector.

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