



Digital Mission to Washington Wins Support From US State Dept, Microsoft, Deloitte

FOR IMMEDIATE RELEASE

London, UK – Tuesday, 7th June 2011: The inaugural Digital Mission to Washington DC (11-15 July 2011), a trade mission designed to help UK-based digital firms build their business in the US announced backing from the US Department of State, Microsoft and Deloitte.

The trip will see leading UK SMEs focused on the digital government, open data and social innovation meeting with a range of stakeholders in DC's digital scene from federal government agencies through to leading start-ups through masterclasses, industry briefings, showcases and networking events.

Confirmed speakers include Lovisa Williams, Deputy Director, US State Dept, representatives, Bryan Sivak, former CTO for the District of Columbia, now CTO for Maryland and a pioneer of using digital technology for innovation in the heart of government and Jack Bieno, Deputy Director for the US Small Business Administration.

Lovisa Williams, Deputy Director at the US Dept of State said, "Our focus, through our participation in the Digital Mission to Washington, DC, is to help these entrepreneurs understand how technology is being used for the diplomacy mission and promote mutual understanding between the people of the United States and the UK." She continued, "We look forward to hosting the Digital Mission and learning about the technology environment in the UK."

Dominic Campbell, Founder at FutureGov and co-organiser of the Digital Mission to DC, added "There is such a vibrant scene on both sides of the pond, we are very keen to bring our networks together to share experiences."

The line-up of partners that have confirmed their involvement with the mission, include The US Department of State, Deloitte, Microsoft, Affinity Lab, Blue State Digital, Echo Ditto, Rock Creek, Govloop, Phase One, DC Tech Meetup and The State of Maryland.

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Further information can be found on the Digital Mission website (<http://digital-mission.org/dc11>). Applications close 10th June 2011.

Ends

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Digital Mission to Washington, DC Agenda

The full schedule of events is being confirmed, but will include:

- “Doing Business in the USA” Masterclass
- VIP Mission Reception and Showcase
- Trip to Annapolis for a Tour and Briefing with Maryland's Chief Innovation Officer
- Breakfast Briefing at Affinity Lab
- Industry Briefings: Campaigning, Transparency and Government 2.0
- Social Innovation Event
- DC Tech Meet Up
- Briefings from the US State Department
- Networking Drinks
- Sightseeing Tours
- UK based pre and post-mission events

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Please visit <http://digital-mission.org/dc11-activities> for the latest updates to the agenda.

What is a Digital Mission?

A Digital Mission, is designed specifically for companies in the digital sector to understand the opportunities and challenges of overseas markets. Over a week, mission delegates will have the opportunity to network, meet investors, find partners and develop valuable business relationships.

About the Organisers

Chinwag

The Chinwag community is a focal point for digital media practitioners in the UK and beyond. Founded in 1996, it has grown into a community media company that publishes websites, discussion forums and blogs supporting the people and companies who work in the digital industry. In February 2007 the Chinwag Live events series launched, topical panel discussions that have also gone on tour around the UK.

Chinwag also run the Digital Mission series, which has been running since 2008. The series helps UK digital SME's to expand their businesses abroad, forge partnerships with US companies and seek investment from overseas. Chinwag have organised Digital Missions to New York, Texas (SXSW) LA and San Francisco as well as helping recruit for missions to Japan and China.

They also publish Chinwag Jobs, the leading recruitment website for digital marketing, media, technical and design positions as well as taking the role of lead organiser for London for the world's largest social media conference, Social Media Week.

<http://chinwag.com>

<http://jobs.chinwag.com>

<http://digital-mission.org>

<http://chw.ag/smwldn>

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FutureGov

FutureGov is a consultancy and social innovation incubator helping to shape the future of government. We specialise in new media consultancy for government and social innovation. We also run campaigns and events.

We are committed to building connections across the world and have extensive networks, particularly in the UK and US. Our goal is to grow social innovation in government globally and bring about radical change in public services.

Working inside and outside of the public sector and at all levels in organisations we bring people together to make change happen. Using technology as a means to an end, we're dedicated to making sure that services meet people's needs and we're passionate about involving people in the way services are designed and delivered.

<http://futuregovnetwork.com>

Bright Lemon

Bright Lemon offer social networking, design, promotion, hosting, and e-commerce solutions. Their bespoke social networks create significant user communities all with similar interests and needs, and all with detailed user profiles enabling them to receive targeted information. Their networks represent over 1,250,000 users in 18 countries

<http://.brightlemon.com>

Kathryn Corrick

A decade of digital media experience has seen Kathryn make contributions to the likes of McCann Erickson, Digital Britain, New Statesman magazine and the Online News Association. As well as being an independent communications consultant Kathryn is a visiting lecturer in online journalism and a trainer in digital media.

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