

GIDNIS '09 KEYNOTE: NAT TORKINGTON

GOVERNMENT SERVICES OF THE FUTURE

EXAMPLE...

SOCIAL BRAND MASHUP

WEB 3.0

PERSONAL CONTRACTS BRANDS

TWITTER ACCOUNT LISTEN TO WHAT PEOPLE ARE SAYING ABOUT YOU

A LONG TAIL BUSINESS MODEL

(PRE SEN... FAILURES)

e-gov 2.0 UPDATES

- LINE BY LINE REVIEW
- FOCUS ON FRONT LINE
- ON TIME & UNDER BUDGET
- USER ENGAGEMENT...

PLANS FIRST MAYBE SOMETHING HAPPENS

TWITTER ACCOUNT.. REVOLUTION TO LISTENING TO CITIZENS

FACEBOOK.. POSTED PHOTOS OF OUR BRAINS

CE BLOG.. UNMEDIATED & UNFILTERED

CREATIVE COMMS... LEGAL QUIBBLES

CC POLICY SOON TO BE RELEASED

NO BRAND EQUITY ARCHIVES

TRY CREATIVE OPEN SOURCE

LEARN ABOUT SOURCE

USE A CLOUD APP

INTERVAL AFFAIRS

CUSTOMER FOCUS... CHAT WITH OTHER MIGRANTS

NZ POST PARTNER BY NZ POST

MSD

NO GAME PLAY

CREATE AN AVATAR? WORLD OF WELFARE

WHY AM I HERE?

NEW TECHNOLOGY

WILL TRANSFORM RELATIONSHIP BETWEEN GOVT & CITIZENS BUT...

DO SMALL THINGS WELL

REALITY BASED DECISIONS? OR DEPT OF FANTASY & MAGIC?

EVERYONE HAS DIFFERENT PERSPECTIVE

SHARED DIRECTION

OBSTRUCTIONS

TALK MORE LEARN BY EXPERIENCE

ISLANDS

POLITICIANS CAN'T LEAD... JUST CUTS SPENDING GOODWILL NOT EARNING IT

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