



## THE SMART CITY CONSULTING PROCESS



The Smart City team, with experience in media, government, business and non-profit organizations, understands how cities work. Through their work, they have a proven track record for asking the right questions, thinking creatively, challenging assumptions and inspiring change.

Whether crafting new stories for cities or creating new initiatives that change their futures, our business is helping cities

succeed. In finding a path to success, every city is different. There are no cookie cutter solutions, no templates and no magic answers. There is only the magic that comes from this formula for the future: courage + creativity + connectivity.

Arriving at that formula results from a general five-step process that is uniquely tailored to each client's needs and desired outcomes.

**courage + creativity + connectivity**

**Get the context**

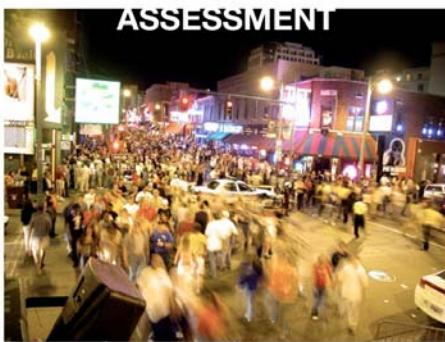
**Get connected**

**Get serious**

**Get feedback**

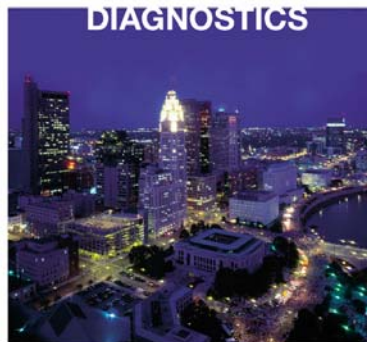
**Get started**

**GET RESULTS**



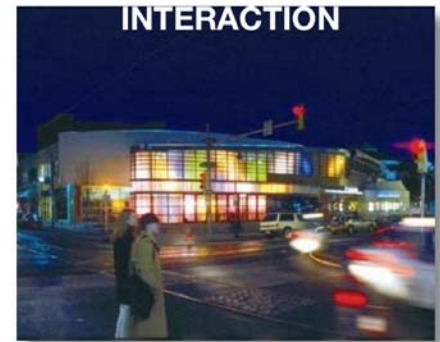
**GET THE CONTEXT.**

- Research analysis
- Data scans
- Media reviews
- Trend tracking
- Smart City Radio insights



**GET CONNECTED.**

- Reading the city
- Focus groups
- Interviews with public and private sector influencers
- Digital surveys
- Public meetings



**GET SERIOUS.**

- Reviews of national models and strategy options
- Preliminary recommendations
- Test drive recommendations
- Website and digital reviews
- Coordinate committee review and feedback



**GET FEEDBACK.**

- Produce final report
- Test final report with funders and key advocates



**GET STARTED.**

- Pre-announcement briefings
- Cross-sector community presentation
- Communications plan for traditional and nontraditional media
- Interviews on Smart City