



Integrated Marketing Communications

# Virtual Town Hall

As commercial and legislative pressures are forcing local authorities to consider how best to present their information and services, First Software, Oracle and Sun Microsystems formed a partnership to present a conference about taking Local Government into the Information Age – The Virtual Town Hall.

The technology partners appointed Anderson Baillie as project managers for the conference. Anderson Baillie developed an overall project plan, working closely with the technology partnership to deliver all aspects of the campaign – from early promotion, hotline support, website development, through to conference-specific logistics. As a result, The Virtual Town Hall was presented to an audience of approximately 250 Chief Executive and Senior Officers from Local Authorities throughout the UK.



Hosted by Anthony Wilson, central government public and private sector speakers presented a case for e-government.

“Anderson Baillie’s single source approach ensured that all facets of the campaign were fully integrated. Their strategic, project management and creative skills all combined well to deliver our most successful marketing initiative to date.”

*David Gilbert, Marketing Director, First Software*



**Anderson Baillie Projects**

IT giants benefit from Anderson Baillie’s single source capability.

---

For a full overview of our Project services visit [www.andersonbaillie.com/projects](http://www.andersonbaillie.com/projects)

