



## **UK Digital Firms to Meet White House, State Dept Digital Mission to DC Confirms Delegates**

### **FOR IMMEDIATE RELEASE**

**London, UK – Friday, 24th June 2011:** 11 of the UK's top digital companies have been selected to join the 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.

This trip, the seventh in the Digital Mission series, is the first to Washington and the first to focus on digital government, open data and the use of technology for social innovation meeting. The week-long trip includes meetings with seven major US federal agencies including senior staff from the State Dept and the White House as well as key influencers from Washington's digital sector.

The companies include tools for online collaboration, public sector customer service, dating for social entrepreneurs, innovative mobile payment technology and engagement through social media, video, film and Q&A sites. The 11 Digital Mission companies are: AMEE UK, Anywhere.me, CarbonCulture, Firmstep, Huddle, Locality, Open Cinema, Our Say, Public-i Group, Waspit and WebsEdge.

A full list of companies with descriptions and contact details is available on the Digital Mission website: <http://digital-mission.org/dc11-companies>

The week-long trip includes: a masterclass session, with expert advice from UKTI, US Small Business Association, the Greater Washington Board of Trade, a VIP Embassy Reception, two in-depth briefings from the US State Department, an exclusive 'meet the government' event with The World Bank, US Dept of Agriculture and the Federal Communications Commission as well as a session with The White House.

Speakers include: The White House's innovator-in-chief, Deputy CTO Chris Vein, Deputy Director, US State Dept, Lovisa Williams and digital government pioneer, Bryan Sivak, the State of Maryland's first Chief Innovation Officer, government 2.0 expert Dr. Mark Drapeau, Director of Strategic Engagement at Microsoft and Shrupti Shah, Government Innovation Lead at Deloitte Federal Consulting.

The full agenda is available on the Digital Mission site: <http://digital-mission.org/dc11-activities>

Chinwag CEO, Sam Michel said, "The Digital Mission to Washington is the first to focus on digital government. We're delighted with the range of companies joining the mission, demonstrating the strength and depth of the UK's skills in this sector. The chance to build connections in Washington DC at a time when digital technology and social media are so important in the public sector."

Postal Address: Chinwag, PO Box 48314, London W12 8YH  
t: +44 (0)20 7183 2922 – f: +44 (0)20 7099 4011 – e: [info@chinwag.com](mailto:info@chinwag.com)  
Bigmedia Ltd trading as Chinwag, Registered Company No. 3152923  
Registered Address: 2<sup>nd</sup> Floor, 16-17 Wardour Mews, London, W1F 8AT, UK  
VAT Reg. No 769 7255 71



ENDS  
###

## NOTES FOR EDITORS

### Contacts & Further Info

For all press enquires, please contact:

Francesca Heath  
Tel: +44 (0)20 7183 2922  
Email: [francesca@chinwag.com](mailto:francesca@chinwag.com)

Further information can be found on the Digital Mission website: <http://digital-mission.org/dc11>

### Digital Mission to Washington, DC Companies

The full list of mission companies include:

- AMMEE UK
- Anywhere.me
- CarbonCulture
- Firmstep
- Huddle
- Locality
- Open Cinema
- Our Say
- Public-i Group
- Waspit
- WebsEdge

For more information and full company descriptions please visit <http://digitalmission/dc11-companies>.

### Digital Mission to Washington, DC Agenda

The full schedule of events 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

Postal Address: Chinwag, PO Box 48314, London W12 8YH  
t: +44 (0)20 7183 2922 – f: +44 (0)20 7099 4011 – e: [info@chinwag.com](mailto:info@chinwag.com)  
Bigmedia Ltd trading as Chinwag, Registered Company No. 3152923  
Registered Address: 2<sup>nd</sup> Floor, 16-17 Wardour Mews, London, W1F 8AT, UK  
VAT Reg. No 769 7255 71



- Social Innovation Event
- DC Tech Meet Up
- Briefings from the US State Department
- Meeting the Government
- Session with the White House
- Networking Drinks
- Sightseeing Tours
- UK based pre and post-mission events

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

The Digital Mission to Washington DC is organised by Chinwag, the organisation behind the Digital Mission series along with digital government consultancy, FutureGov who have recently developed the Patchwork HQ app and the Simplco service as well as other social innovation services, social network and community builder, BrightLemon and digital media consultant Kathryn Corrick.

## 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.

Postal Address: Chinwag, PO Box 48314, London W12 8YH  
t: +44 (0)20 7183 2922 – f: +44 (0)20 7099 4011 – e: [info@chinwag.com](mailto:info@chinwag.com)  
Bigmedia Ltd trading as Chinwag, Registered Company No. 3152923  
Registered Address: 2<sup>nd</sup> Floor, 16-17 Wardour Mews, London, W1F 8AT, UK  
VAT Reg. No 769 7255 71



<http://chinwag.com>  
<http://jobs.chinwag.com>  
<http://digital-mission.org>  
<http://chw.ag/smwldn>

## **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>

## **BrightLemon**

BrightLemon build large and effective online communities for education, charity and enterprise. We do this by employing and working with experts in their field – be it open source technology or social theory and group behaviour. We have done this for the likes of the British Council, the UK Department for Education, Amnesty International, Tate Modern, the Victoria & Albert Museum and the United Nations.

<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.

<http://kathryncorrick.co.uk>

Postal Address: Chinwag, PO Box 48314, London W12 8YH  
t: +44 (0)20 7183 2922 – f: +44 (0)20 7099 4011 – e: [info@chinwag.com](mailto:info@chinwag.com)  
Bigmedia Ltd trading as Chinwag, Registered Company No. 3152923  
Registered Address: 2<sup>nd</sup> Floor, 16-17 Wardour Mews, London, W1F 8AT, UK  
VAT Reg. No 769 7255 71