



NEWS RELEASE

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Annual Web and Communications Conference Slated for October

Offered by the Oklahoma State Webmanagers Group

OKLAHOMA CITY – August 25, 2011 – Public sector web and communications professionals will convene in Oklahoma City's Metro Technology Center for the The Oklahoma State Webmanagers Group (OSWG) Fall Conference 2011: Innovation and Modernization, Oct. 25-26. The conference will feature a keynote address by Governor Mary Fallin and State of Oklahoma Chief Information Officer Alex Pettit.

“Online citizen communication and services are vitally important to making government accessible,” said OK.gov General Manager, Mark Mitchell, “This conference will help all levels of public sector webmanagers and communicators share best practices to advance eGovernment in Oklahoma.”

The conference offers a day of pre-conference sessions featuring in-depth classes with expert speakers and a second conference day with a variety of shorter sessions aimed at providing key information and best practices on topics ranging from social media to mobile applications and video captioning to Drupal/Open Public CMS.

“From the rapidly expanding mobile technology capabilities to the increasing adoption of social media, government technology employees need to continue to innovate and keep pace with the changing technology,” said Alex Pettit, Chief Information Officer of the State of Oklahoma. “Using technology to its fullest potential brings efficiencies to our cities, counties, and the state.”

Conference sessions will be relevant to public sector communications and web professionals from state agencies, city government and services, higher education institutions, corporations, and all developers interested in skill building.

Conference speakers will provide ideas, designs, and information agencies can begin implementing immediately following the conference. The conference is also an opportunity to meet and network with people in the industry.

“This two-day, statewide conference grew out of a need to provide an Oklahoma conference choice created specifically for local and state government web developers, web managers,

public information officers, communication specialists, IT program managers and individuals interested in the latest web development techniques," Debra Herlihy, OSWG president, said. "The OSWG seeks to meet the needs of our attendees by increasing their knowledge of web development, usability and accessibility."

For more information and registration details about the OSWG Fall Conference 2011, visit the conference website at www.ok.gov/oswg.

About OSWG

The Oklahoma State Webmanagers Group (OSWG) is a community of public sector professionals engaged in the design, production and maintenance of web-based services for Oklahoma's state and local government agencies, as well as higher education institutions. The OSWG was founded in September 1997, and has more than 100 members who are engaged in the planning, design, implementation and management of web-based information offered to the citizens of Oklahoma.

The membership of OSWG is diverse, and includes public information specialists, graphic artists, programmers, web developers, database administrators and persons assigned to positions not even directly related to information technology duties. For more information, visit the OSWG website at <http://www.oswg.net>.

About OK.gov

OK.gov is the Official website of the state of Oklahoma and a collaborative effort between the Oklahoma Office of State Finance (OSF) and Oklahoma Interactive, LLC to help Oklahoma government entities Web-enable their information services. OSF is responsible for OK.gov. Oklahoma Interactive operates, maintains, and markets OK.gov and is part of eGovernment firm NIC's (NASDAQ: EGOV) family of companies.

About NIC

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