



**HELPING WORLD LEADERS LEVERAGE THE POWER OF DIGITAL PLATFORMS
TO INFLUENCE AND ENGAGE THE WORLD IN THE 21ST CENTURY**



The shift to online discourse and an increasing demand for direct communication between leaders and their people can be a challenge for policy-makers that seek to shape public opinion. Equally, world leaders are finding it more difficult to engage a **highly interconnected** global audience to promote national agendas and build a more positive modern and progressive public image.

National development programs are also under heavy pressure to deliver higher impact as sovereign competition is becoming progressively more fierce to promote human talent, trade exports, offshore facilities and foreign direct investment.

Digital Daya is uniquely positioned to turn that **CHALLENGE** into opportunity **HELP** organizations get their message across and to create **NEW PUBLIC VALUE** in an age driven by the **INTERNET, DIGITAL MEDIA PLATFORMS**, and the phenomenon known as **SOCIAL MEDIA**.



1 READINESS FOR 21ST CENTURY POLITICS

● We live in a digital era. No longer is news and information controlled by traditional broadcast and print media. Hundreds of millions of people committed to similar goals, ideas, and values are being engaged into social networks and content sharing platforms such as Facebook, Twitter, YouTube, Live Spaces and countless others.

Once enough citizens are mobilized and decide to participate, their networks build commanding social capital leading to the political power to influence not only domestic policy but public sentiment around the world.

This disruptive transformation has shifted the balance of power into the hands of ordinary citizens and as such 21st Century governance will be defined by how successfully they are engaged. The good news is that these social networks can be influenced just as powerfully as they can incite.

Digital Daya provides strategic advisory and management services to enlighten, empower, and equip leaders with tools to respond to the changing face of politics and the worldwide shift toward inclusive governance.



2 STRATEGIC ADVISORY SERVICES

● **Digital Daya** works with governments and their agencies, as well as government-linked entities including leaders of political parties, political advocacy groups, investment houses, and trade associations worldwide. Understanding is integral to the company's success model. It is known for its nuanced approach and cultural sensitivity to the specific needs of leaders in the Middle East, Asia, as well as other parts of the world.

Digital Daya's advisory services give decision-makers the knowledge and tools to leverage the strategic power of social media and advance their agenda.

The company creates 'private-label' digital political platforms that harness the power of the World Wide Web. These platforms have proven to be effective springboards for building influence and integral to advancing policy agendas at home and abroad.



3

TURKEY MANAGEMENT

● **Digital Daya's** portfolio services is distinguished by utilizing strategic blueprints to design online communities, turnkey management skills to operate them, and a network of leading edge technology partners for implementation.

Turnkey solutions translate into ease and speed of deployment for groups whose urgent mission is to inform and influence both people and policy.

With a rich foundation in the past, **Digital Daya** also understands the demands of the future and addresses ways digital platforms can impact success in key areas of governance and national agenda items including: »

- **Advancement of public policy and reform through the Internet**
- **Global outreach programs**
- **Diaspora's political participation and advocacy**
- **Facilitating dialogue with online opinion leaders and influencers**
- **Promotion of emergent industries**
- **Micro-funding and campaign financing**
- **Improved service delivery to citizens**
- **Enhanced ability to monitor public sentiment**
- **National branding programs**
- **Human talent development and workforce e-readiness**
- **Attracting foreign investment and JV partners**
- **Trade matchmaking platforms**
- **Conducting online political campaigns**
- **Promoting a modern public image**
- **Government 2.0 programs**

Digital platforms to support these initiatives can be delivered as sustainable infrastructure through a traditional build-operate-transfer (BOT) commercial model.



4

INTERNATIONAL ADVOCACY AND EDUCATION

● Beyond its business endeavors, Digital Daya takes a strong advocacy position on social media and government, communicated through its research and policy arm - The **Digital Policy Council**. The **Digital Policy Council** (DPC) is an international, non-partisan, advocacy 'think tank' whose objective is the advancement of open discourse on issues of inclusive governance.

The global leaders and technology experts who sit on the Council explore and develop strategies for governments to use the Internet and Web 2.0 social media networks as an effective communications and governance tool.

» **The simple mission of the Council is to promote good governance and prepare leaders for 21st Century politics.**

To communicate their findings and promote further discourse, the **DPC** publishes a range of reports and white papers, as well as a weekly news brief called 'Society 2.0: The Intelligence Brief of Politics and Policy on the Net,' providing up to the minute intelligence for leaders seeking to understand new media and their impact on global governance.

In addition to its other publications, the **Digital Policy Council** has also created The Ilham, a quarterly journal and the Council's flagship publication. The Ilham seeks to be the world's preeminent information source on digital policy, providing government leaders with insights and ideas to leverage the Internet and create greater public value.



5

SEAMLESS TRANSITION

● Because of digital communication, the world of politics and policy-making is moving at lightening speed and those who try merely to keep pace may ultimately be left behind. **Digital Daya** provides responsive, targeted, forward-thinking solutions that may be implemented in months with little risk and tremendous rewards.

Perhaps most importantly, **Digital Daya** develops effective internal transition plans through training and change management programs for public servants and agencies on engaging online and using Web 2.0 tools. This facilitates the speedy implementation of the policy, cultural, and organizational changes that must be instituted for leaders to operate effectively within the more open, direct communications environment in which they find themselves.

RETAINING OUR SERVICES

● **Digital Daya** offices are sited in strategic centers worldwide. To learn more about how Digital Daya can advance your agenda, or to discuss a consulting engagement, or simply for general enquiries about the firm, please contact your nearest office or e-mail us at client_services@digitaldaya.com

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