



CJSpeaks

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Your Road to Faster, Better Broadband Starts Here

Come to San Leandro on July 26, 2013 for “**Building the Gigabit City in N. California,**” a hands-on workshop and group consulting session that helps you conduct an effective feasibility study and launch a community broadband network. Nationally recognized expert Craig Settles delivers a full day of consulting so you can:

- identify potential local funders and anchor subscribers for the network;
- conduct surveys and other data gathering that identifies economic development needs broadband can address, and generates potential customers;
- assess business models and network financing options;
- create an initial project that drives your network buildout and broadband adoption; and
- develop marketing strategy and tactics that generate revenue

This event is designed for local government, public utility, economic development agency, and other community stakeholders directly involved with planning, implementing or working with private-sector partners to implement their community’s broadband project. To maximize the group consulting segments, we are limiting participation to 20 communities, with a maximum of three (3) people per community.

The workshop combines Mr. Settles’ experience and lessons from dozens of communities nationwide that launched successful highspeed Internet networks. The group consulting lets you engage with Mr. Settles and other attendees to receive advice and guidance about your community’s specific issues.

Group consulting begins prior to the workshop. You will receive worksheets with recommended tasks to complete, plus questions to ask colleagues and stakeholders. Each workshop section begins with an overview of best practices, and moves to Q & A. The pre-workshop tasks help you maximize the Q & A with Mr. Settles.

Workshop participants also will experience the power and potential of gigabit broadband. The event takes place at the San Leandro Main Library, which is connected to the city’s gigabit network. The day begins with a demonstration of what you can do with a gig, and during the day you will be wirelessly linked to the network.

The cost of the workshop and group consulting is \$149, and includes worksheets, session materials, continental breakfast (which begins at 7:30 a.m.) and lunch. [Get more](#)

[details and reserve your place today](#). Seating is limited. E-mail (craig@cjspeaks.com) or call 510-387-4176 to discuss the prep work that boosts the value you receive at the event. We look forward to meeting you in San Leandro and helping you launch your broadband network.

About the workshop leader

Craig Settles is an industry analyst and business strategist who helps private and public sector organizations use broadband to improve local economies, education and healthcare delivery. Author of "[Building the Gigabit City](#)," as well as two other broadband strategy guides, blogs and many in-depth analysis reports, Mr. Settles is a prominent national thought leader on executing appropriate broadband strategies. He also hosts the radio talk show [Gigabit Nation](#), and is Director of Communities United for Broadband, a national grass roots effort to assist communities launch their networks.