

How Cool is Your City? Measuring Quality of Life

May 19, 2010 / 8:30 a.m. – noon

May 20, 2010 / 1 – 5 p.m.

Washington, DC / Omni-Shoreham

Experts agree that “Quality of Life” is critical to your city’s ability to retain and attract mobile, knowledge workers. But...

- How do you quantify it and measure quality of life?
- How do use quality of life measures to shape and sharpen a civic agenda?
- How do you become the “go-to” resource in your community when employers are seeking to attract and keep an educated, younger workforce?

During multiple sessions held over a two-day period, “Cool School” participants will:

- Gain insights about seven quality of life indexes that make a city attractive to next gen workers
- See your city’s data in each index, so you can calculate your city’s scores
- Understand techniques to help you tell a story about quality of life in your community, and how to use a “handprint” to shape and sharpen a civic agenda
- Participate in hands-on experiences in Washington to help translate the metrics into real-life experiences you can use in your own cities

All sessions will be facilitated by Rebecca Ryan of Next Generation Consulting, the firm that creates the “Next Cities™” rankings in the United States and Canada. The Research and Data Lab session (Session 1) are planned for Wednesday, May 19 from 8:30 to 12:00 noon. The Learning Lab (Session 2) will be held off-site on Thursday, May 20 from 1:00 to 5:00 p.m.

Early Registration

Member rates \$250

Non-member rates \$325

After May 1, 2010

Member rates \$300

Non-member rates \$375