



Venue	MITI Regional Center in Mashhad, Iran
Date	October 10-13, 2013
Program	Click here to download the program
Course outline	<p>Smart Cities</p> <ul style="list-style-type: none"> • Examples of how the city is being automated and instrumented <ul style="list-style-type: none"> - Difference between e-government and Smart Cities - What can Smart Cities do for us today and why we need to move towards them • Steps to take and infrastructure needed for Smart Cities <ul style="list-style-type: none"> - The methodological and technological innovations within organization design and IT - Are smart cities just for the developed world? • Cities as service delivery • Case studies advancing towards Smart Cities (e.g. in transportation management) • Information networks, flows and big data • The virtual city: representation, modeling, and prediction • Digital participation and social media in the city <p>Strategic Planning & Performance Measurement</p> <ul style="list-style-type: none"> • Vision statement & theoretical introduction <ul style="list-style-type: none"> - Overview of different opinions about strategic planning and the general process - Vision, mission and goals • Strategic Planning Technical Analysis <ul style="list-style-type: none"> - Review of environmental and internal factors - Analysis of factors and techniques - Different types of strategies and how to define them • Performance measurement <ul style="list-style-type: none"> - Methods for defining action plans - Defining strategic & action plan indicators • Case studies: Mashhad and other cities
Language	English (Farsi and Arabic translation upon request)
Targeted audience	Representatives from city administrations in the managerial level (including mayors and city councilor from the region). Limited seats - 60 to 100 participants.
Costs	The Mashhad Training Center covers accommodation costs from 9-13 October, 2013, including meals and inner-city transportation. Participants should provide their own round-trip tickets to Mashhad.
Registration	Until October 1st, 2013. Please fill out the online registration form (CLICK HERE) . If online registration is not possible please download the form and send it by e-mail or fax (instructions follow in the document).
Consular requirements	Visas can be issued in the Mashhad or Tehran airports. Click here to fill out the information needed for visa
Contact for further information	<p>Tel: +98 511 8490018</p> <p>Email: info@mashhadisco.ir or info@mtcm.ir</p> <p>Att.: Hamid Isfahanizadeh, Director of International Scientific Cooperation Office</p>