

REALPOLITECH

Digital Tools.
Real Change.

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The Story.

It all started with a webcast.

REALPOLITECH was built out of the teamwork of several strategists with the desire to do one thing: to act as social engineers.

Definition of **REALPOLITECH**

real•poli•tech: (n.) the pursuit, possession and application of people power, online and off.

Firm Philosophy

REALPOLITECH works to advance the mission and programs of non-profits and other socially-conscious organizations. We bring cohesiveness and synergy to individual campaigns by bridging the gap between the real and virtual worlds. Other firms are operating on business models over a century old, yet now more than ever it is time to innovate. We are young. We are efficient and effective. We focus on accountability to our clients and something even more radical: transparency.

REALPOLITECH is a brain trust. Whether on or offline, our clients benefit from our diverse team of experienced strategists and developers because their needs are given the attention they deserve. Our collective portfolio is cross-sectoral. Our concepts are fresh. Our client experience is second to none.

Most importantly, we like to win...and we do.

REALPOLITECH manages every project or campaign with the mentality that we will lead our clients to victory, however they define it.



Our Expertise.

INTEGRATE THE CAMPAIGN.

Online Campaign Platforms for Candidates. Create a customizable platform for a local or statewide campaign that unites and energizes on and offline volunteers and supporters alike.

REACH FARTHER.

Web Production for Interactive Online Events & Conferences. Taking your event online makes it possible to experience being there without the added expense of travel and lodging.

BUILD YOUR COMMUNITY.

Constituent Service Platforms for Elected Officials. Allow your constituents to remain connected to you and your work. Provide opportunities for collaboration and share experiences.

START THE DISCUSSION.

Online Deliberative Dialogue Solutions. Use a platform that makes online users, virtual event participants, feel as though they are taking a seat at the discussion table, using online voting technologies with on-site participants for events and conferences.

RECRUIT DIGITAL CITIZENS

Interactive Online Platforms for Causes & Organizations. Find micro-volunteers, captivate with an interactive online newsroom, challenge your community, and reach your goals, all through the click of a mouse.



Our Expertise.



GO MOBILE.

Mobile Campaign Solutions. Mobile is not new. Mobile is just necessary. Be inclusive by providing a variety of mobile services, including mobile reporting, mobile media and mobile fundraising.

EXPLORE.

RPT Research. At the intersection of technology, new media, law, and policy, RPT's team of researchers have experience at the nation's top universities and with national organizations. We are explorers and information brokers looking to get our clients the necessary story, facts and analysis to guide their participation in the marketplace. We thrive on conducting our study in the middle of society's evolving conversations on technology and its impacts.

IMPACT.

Digital Public Relations. The public relations space and communication frameworks are rapidly changing. At RPT, our team has built its outreach and brand recognition strategies based on successes in the private and public sectors. Knowing how to navigate traditional media still has its place. Knowing how to harness people-powered media is next step for those who want to maintain relevance or break onto the scene.

The Team.

Christina Gagnier
CHIEF EXECUTIVE OFFICER

Christina Gagnier is a partner at Gagnier Margossian, a boutique public affairs consulting firm specializing in strategic counsel and policy for a variety of public and private sector clients. A proud Californian, Gagnier's career began offline in the non-profit sector, working on initiative campaigns and coordinating voter turnout in California for causes relating to education.

Previously, Gagnier served as the Chief Information Officer of Mobilize.org, a non-partisan Millennial civic engagement organization, directing the organization's strategic communications, online interface and research programs.

A researcher and information broker at heart, Gagnier focuses on the intersection of on and offline action, specializing in cyberspace law, telecommunications, transparency and privacy. From 2006-2008, Gagnier engaged in research for cyberlaw scholar Lawrence Lessig at Stanford University, working on Code 2.0 and Remix: Making Art and Commerce Thrive in the Hybrid Economy. In Fall 2008, Gagnier's Democracy 2.0: Millennial-Generated Change to American Governance was featured in the National Civic Review.

Gagnier serves on the Advisory Board for the service initiative myImpact and is a member of the Board of Directors for the online travel company LocalTripper. Gagnier was also one of eight members of the National Conference on Citizenship's 2008 Civic Health Index Millennial Working Group.

Gagnier earned a B.A. in Political Science and Sociology from the University of California, Irvine, a Master's in Public Administration from the University of Southern California, and a J.D. from the University of San Francisco. When not attached to her iPhone, she enjoys Los Angeles, college basketball, western films, and her new blog, BLAWND.



The Team.

Carter Fort

WEB DEVELOPMENT

Carter Fort is a web designer based in Lexington, KY. After working for a few years in print and broadcast advertising, he went into business for himself designing and coding websites under the auspices of Out to Lunch Productions.

Carter chose web design because of the massive amount of work a single person can produce. According to him, the best web designers are also web coders because the aesthetic of a site is integral to its functionality.

Stephanie Margossian

PUBLIC AFFAIRS

Stephanie A. Margossian is a founding partner of Gagnier Margossian, a public affairs consulting firm. Margossian has experience working with individual, corporate, organizational, and government clients regarding fiscal policy. Margossian has worked with local governments to establish employee benefit plans for city employees, provide tax solutions for top executives, and advise corporate officers in transitioning their businesses in corporate takeover situations. Margossian was admitted to the state bar of California in December of 2008.

Currently, Margossian manages the public interface and outreach efforts for the California Child Development Administrators Association (CCDAA). Margossian works closely with the executive director in implementing strategy for broadening the organization's membership base. With CCDAA, she specializes in recruitment and retention of the association's statewide membership. Margossian also does public policy work for CCDAA. She develops strategy and implements campaigns to broaden CCDAA's advocacy network. In this capacity, Margossian works closely with the organization's public policy team to mobilize membership to engage in advocacy work on behalf of the organization.



Our Vision.

To create dynamic online platforms that move people to action, both on and offline.

With the current emphasis on social innovation comes a platform hoping to harness both: treating citizens as thought leaders and their contribution to service as our nation's problem solvers.

REALPOLITECH provides online interactive solutions for the deliberative dialogue field. At the click of the mouse, citizens are enabled to engage in online conversations with elected officials, leaders, and their fellow citizens. Integrating live streaming, chat, and online voting technologies, **REALPOLITECH** is able to facilitate conversations while measuring the pulse of America.

The **REALPOLITECH** platform enables leadership to respond directly to the concerns of citizens and engage in genuine conversation, driving towards idea generation and results.

Participants are assisted by a team of online facilitators, guiding users through the process, answering questions and explaining what is happening with the conversation. This team also acts in a similar capacity to facilitators in a traditional deliberative dialogue format, prompting participants with questions and helping to guide the flow of the conversation. Our platforms are created to accommodate multiple levels of digital literacy, with helpful pop ups and instruction links to help participants navigate through.

Whether at a large town hall or simply a small meeting, government leaders have the ability to ask questions of citizens and get real-time responses using a simple voting technology.



Our Vision.

Connecting government and citizens.

Leaders can find out how citizens feel about the potential solutions already on the table and the citizen-generated solutions that come from the discussion. This data can then be used, broken up by geographics and demographics, in the decision making process.

A government leader is able to ask the audience a question and get citizen response. The conversations are one step in the path towards citizen involvement, ideally leading to a form of governance where problems are taken out of Congress and city hall and to the streets.

REALPOLITECH possesses the depth and interactivity that forms of polling or commenting are unable to capture. By allowing anyone to engage in the conversation and not only recruiting select individuals to participate, Our platform framework was conceived in the spirit of open collaborative governance.

REALPOLITECH platforms can be used in conjunction with offline events to include a broader and more representative audience or for the facilitation of wholly online conversations.



Contact Us.

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