



Sarah Middleton and Sharon McMeekin

Digital Preservation Coalition

ABSTRACT

The Executive Guide on Digital Preservation provides practitioners with a combination of generic and specific messages and motivators designed to communicate with senior executives, legislators and budget holders, as well as decision and policy makers with a view to embedding the value of digital preservation at the core of every organization.



Who can use the Executive Guide?

Anyone, in any sector, who has any element of digital preservation within their role, who is hoping to gain more support for their activities.



Who is the Executive Guide aimed at?

Senior executives, legislators and budget holders, policy and decision makers... anyone in a position of influence within an organization who could authorize the support required.



What does it aim to do?

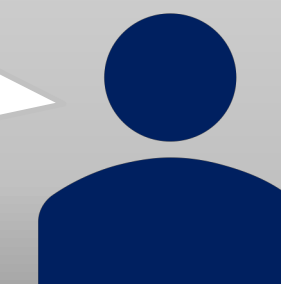
The messages within the Executive Guide are designed to:

- communicate with senior executives in a language they understand
- to embed the value of digital preservation at the core of every organization
- be tailored, used and resubmitted back into the Guide to grow the corpus of messages for the digital preservation community



What does it contain?

- Generic statements defining digital preservation using clear, non-jargon terms which may be understood by various organization types
- Information relating to digital preservation in specific sectors and organization types
- A summary of the importance of digital preservation generally and specifically
- Key motivators for digital preservation which may be relevant to different organization types
- Risks and opportunities related to digital preservation
- Downloadable and customizable templates
- Useful links to related and relevant resources
- Statistics and evidence to be used in supporting the case for digital preservation



How does it work?

Next slide please...



ENGAGING DECISION MAKERS: An Executive Guide on Digital Preservation

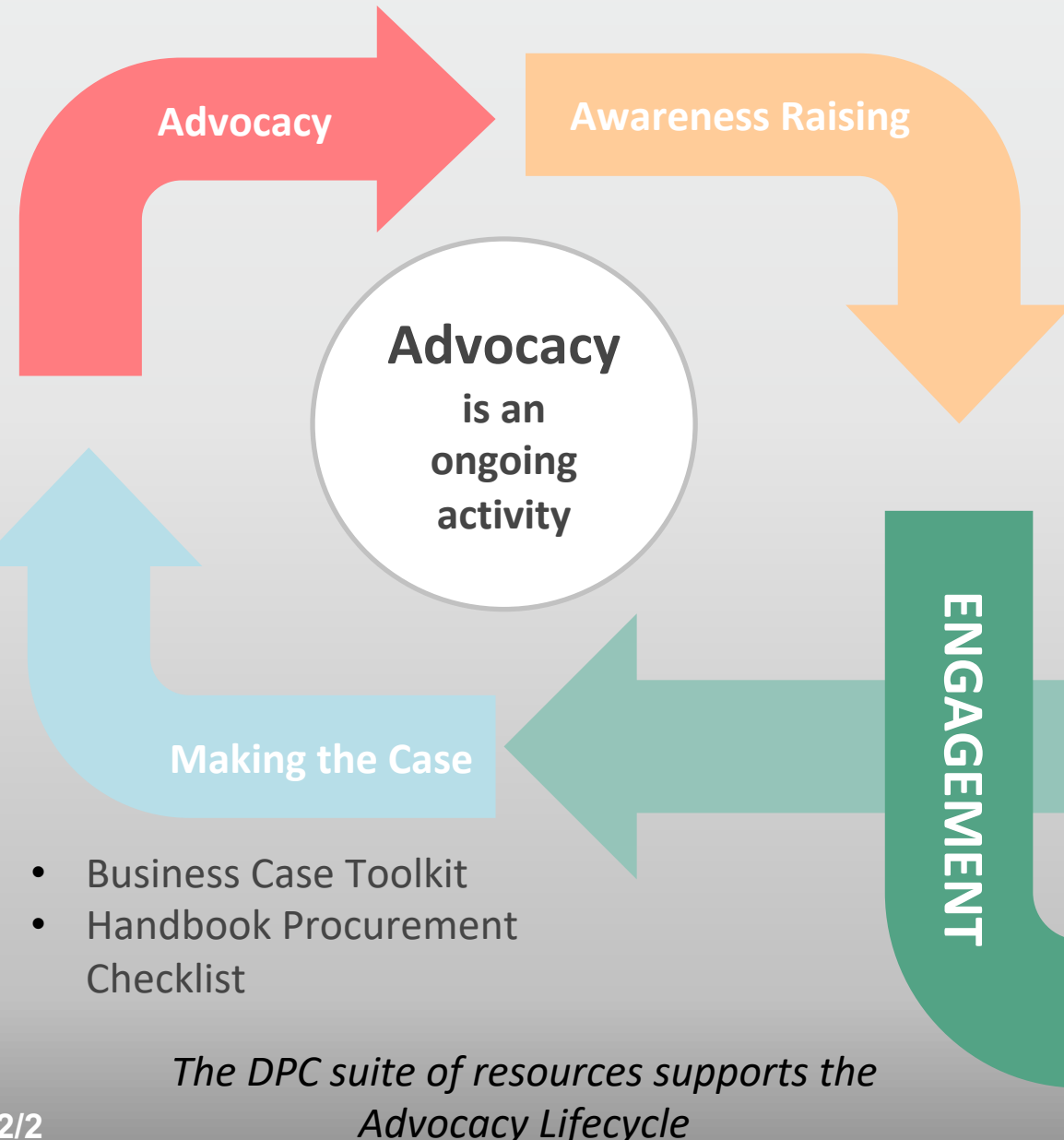


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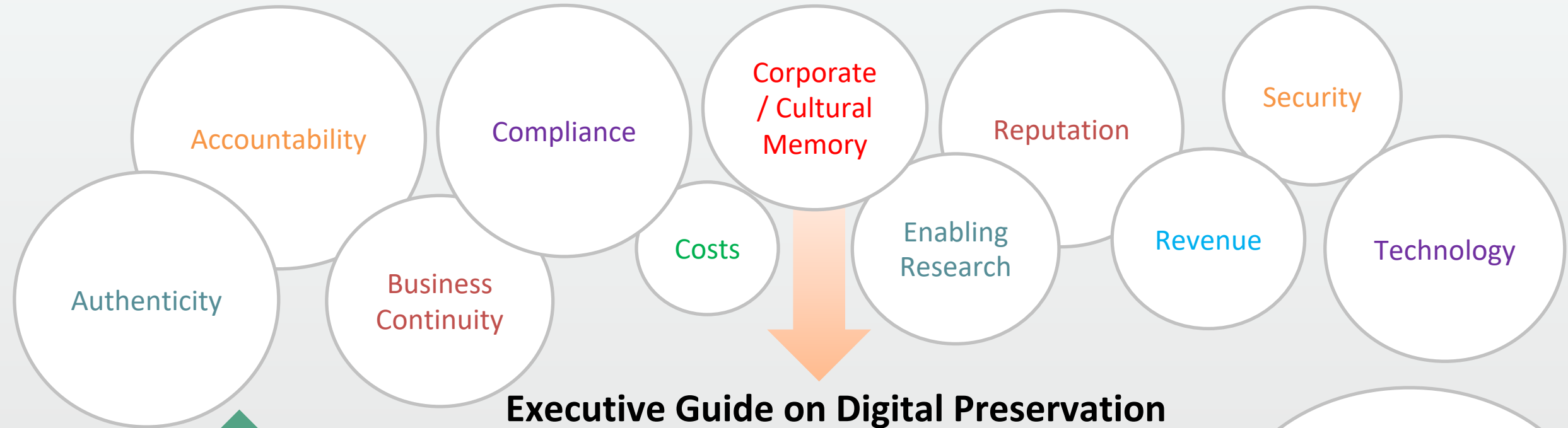
- Handbook
- Training
- Events
- Webinars
- Blog
- Tech Watch Reports

- World Digital Preservation Day
- Digital Preservation Awards



- Business Case Toolkit
- Handbook Procurement Checklist

The DPC suite of resources supports the Advocacy Lifecycle



<https://dpconline.org/our-work/dpeg-home>

What is digital preservation?	What are the consequences of not preserving?
What opportunities does digital preservation create?	What do we need to support digital preservation?

