

1 One-day conference
17 February 2010, London

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4th Annual

Web content publishing and approval

Redefining the future of online governance to gain a competitive edge in business



Expert Contributions:

- » Aviva
- » British Council
- » Magus
- » National Museum Wales
- » VisitBritain
- » Unilever UKCR
- » University of Edinburgh
- » 3M

Who should attend?

- » Web Master
- » Web Editor
- » Web Manager
- » Web Content Manager
- » Online Manager
- » New Media Manager
- » Head of Social Media
- » Internal Communications Manager
- » External Communications Manager

A one-day program **designed to help you**

- » Develop best practice for multiple level multiple content websites
- » Maximise the efficiency of your website
- » Implement best practices for managing your web team
- » Determine how to control and manage technical costs
- » Create a clear workflow system and avoid delays in the approval process
- » Engage visitors on your website through creation of innovative ideas
- » Maintain consistency in business while dealing with the changing phases of consumer behaviour
- » Build a useful and reliable model for content governance

- » **3M** on strengthening your brand with digital communication
- » Unilever on the purpose, process and pitfalls of web redesign
- » **University of Edinburgh** on embedding change in lean times
- » **VisitBritain** on how to deal with a moving world
- » **Aviva** on understanding diverse corporate websites
- » An interactive panel discussion on exploring strategies to create the ultimate customer experience

Highlights
include:

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Web Content publishing and approval **Redefining the future of online governance to gain a competitive edge in business**

A well managed website can serve as an ideal platform to begin your customer's satisfaction for your products and services.

Considered an important resource, websites can strengthen the organisation's reputation and brand, drive business and provide essential information to customers and clients.

While your business operates in a financially strained market place, it becomes even more essential that you manage the needs and expectations of your new and existing consumers in an efficient manner.

Web content professionals must ensure that effective publishing and approval guidelines are driving the consistency and accuracy of their web content.

Content providers must be trained effectively in creating content and rigorous quality standards maintained for the web to be an effective channel for the organisation.

Ark Group's Web content publishing and approval conference will guide you through best practice scenarios for monitoring and improving your content and ultimately optimising your web presence.



About your speakers:

Justin Reid, Head of Online and CRM, VisitBritain

Justin Reid is currently the Head of Online and CRM at VisitBritain. Justin joined VisitBritain in 1998 in their New York office to roll out the implementation of a new email system as well as IP telephony in their call centres. After being promoted to Americas Manager of Commercial Services in 2003, he returned to the UK in 2006 to manage the content on all of VisitBritain's 48 global websites. In his current position for the last year, Justin has overseen record numbers of visitors to VisitBritain's sites around the world, as well as highest ever repeat visitor rates, highest ever number of page views, visit duration and commercial click throughs. VisitBritain's main website recently won World's Best Tourist Information at the World Travel Awards.

Simon Lande, CEO, Magus

Simon Lande is the founder and Chief Executive Officer of Magus. As CEO, Simon is responsible for setting the strategic direction of the company, and also has a client-facing role across a number of our major accounts. Before founding Magus, Simon was a research scientist, completing a PhD in biochemistry at Imperial College London. Reflecting his origins, Simon continues to stay very close to the product development process, which defines the innovative heart of Magus.

Duncan Haughey, IT Project Manager, Unilever

Duncan is an IT Project Manager with Unilever, the global consumer goods company. He is focussed on delivering the IT systems and infrastructure needed to support communication of Unilever's corporate brand on the Internet. During many successful projects, Duncan has developed expertise in the areas of online strategy, customer experience, search engine optimisation, enterprise content management and web analytics.

Stuart Bartram, Senior Manager Corporate Internet and Design, Aviva

Stuart has led the development of Aviva's online corporate estate for eight years. He will give insights into Aviva's understanding of its diverse corporate website audiences - their behaviour, needs and expectations - including the increasing number of customers visiting the site. He will also talk about the achievements, challenges and lessons learned through his work and the impact the growing significance of the Aviva name, as a trading and marketing brand, has on the corporate website.

Chaudhry Javed Iqbal, eStrategy Manager, British Council

Chaudhry Javed Iqbal is currently eStrategy Manager at the British Council. Digital and eMarketing specialist with experience in development, delivery and management of online customer engagement strategies and projects with direct experience of information services strategy development and delivery, and human resources management. In his current role Javed is responsible for development and implementation of British Council's corporate eMarketing function and manages a team of internal business consultants based in the UK and overseas.

Gayle Evans, Head of Knowledge and Information Management, National Museums and Galleries of Wales

Gayle Evans is Head of Knowledge and Information Management and Site Manager of the National Collection Centre, National Museum Wales. She is responsible for leading projects relating to computerising collection information, records / archive management, information management, computer security, photography / digital imaging and managed the recent development of Rhagor, the Museum's Virtual Museum. Gayle has extensive knowledge in Data Protection and data sharing.

James Simpson, Digital Marketing Manager - Corporate Marketing and Communications, 3M

James is the Digital Marketing manager, driving 3M to be a leader online. He represents 45 businesses dealing with website creation development, e-mail marketing, SEO, SEM, online display and creation of 3M's strategy to grow online.

Dawn Ellis, Director, University Website, University of Edinburgh

Dawn Ellis has spent over 20 years in marketing and communications in a variety of high profile (and international) private and public sector organisations. She joined the University of Edinburgh in 2006 to lead a large-scale website redevelopment programme for the University. The programme has driven change management across a multi-site campus, involving up to 500 key web developers and publishers. Before this, Dawn was Director of New Media and Video at Oxford University Press. In four years she established an award-winning list of e-learning materials for English language learners around the world. Encouraging effective and meaningful communication is in her blood and exploring the potential of the digital world is a source of constant fascination.

AGENDA: Wednesday, 17 February 2010

09:00 Registration and refreshments

09:15 Chair's opening remarks

09:30 How 3M is strengthening its brand with digital communications

- » Re-inventing marketing within 3M
- » Driving SEM centrally
- » Reducing cost and improving efficiency of email communication
- » Embracing social media platforms both internally and externally
- » Case study: MPro 120
- » Draw-it game

Mike Godleman, Web Development Officer, Corporate Web Team, Chief Executive's Service, **London Borough of Barnet**

10:10 How to deal with a moving online world - go where your customers are

- » How closed is your online environment?
- » Who are the real drivers/knowledge experts?
- » Does your online strategy have a user voice? And if not should it?
- » Ownership issues

Justin Reid, Head of Online and CRM, Britain Marketing, **VisitBritain**

10:50 Morning coffee break

11:30 Unlocking content and allowing the public to engage with public sector knowledge

- » Institutional concerns with public engagement and web content
- » Means to provoke engagement with the general public
- » Benefits of engagement
- » Creating modern history
- » Legal matters relating to engagement

Gayle Evans, Head of Knowledge & Information Management, **National Museum & Galleries of Wales**

12:10 Effective strategies to maximise results and minimise risk in a multi-editor web estate

- » Establishing a clear governance structure
- » Defining and communicating policies and practices
- » Monitoring and measuring for success

Simon Lande, CEO, **Magus**

12:50 Networking lunch break

13:50 Creating a unique web experience for users

- » Structuring your site content to be both user and search engine friendly
- » Researching and using customer personas in development of information architecture and content
- » Planning and cohesive customer experience through various online platforms
- » Innovating strategies that excite and engage customers on your website
- » Ensuring prompt responsiveness to complaints, queries and comments that come in through your website

Chaudhry Javed Iqbal, eStrategy Manager, **British Council**

PANEL SESSION

14:30 Panel session: Building the customer experience

- » Benefits and pitfalls of engaging the customer
- » Who are the knowledge experts?
- » Allowing the customer control

Chaudhry Javed Iqbal, eStrategy Manager, **British Council**

Gayle Evans, Head of Knowledge & Information Management, **National Museum Wales**

Justin Reid, Head of Online and CRM, Britain Marketing, **VisitBritain**

15:00 Afternoon coffee

15:30 Purpose, process and pitfalls of website redesign: A unilever case study

A unilever case study

How Unilever redesigned its global websites and the lesson we learned

- » Why redesign?
- » Creating the plan
- » Check your web analytics for clues
- » Don't lose valuable traffic
- » Take the opportunity to improve your SEO

Duncan Haughey, IT Project Manager, **Unilever UKCR**

16:10 Cutting through internal politics and embedding change in lean times

Within a devolved online publishing environment, how to

- » Create a user focused website
- » Ensure consistency of experience
- » Form an effective collaborative content development strategy
- » Share expertise in user stats analysis, structure and navigation principles, and writing for the web
- » Overcome bottlenecks and ensure accuracy of content
- » Build clear workflow models and formalise accountability
- » Create a successful community of practice

Dawn Ellis, Director, **University Website Development Project, University of Edinburgh**

16:50 Case study: Aviva – Understanding diverse corporate websites

- » Insight into Aviva's understanding of its diverse corporate website audiences
- » Behaviour, needs and expectations - including the increasing number of customers visiting the site.
- » Achievements, challenges and lessons learned
- » The impact the growing significance of the Aviva name, as a global trading and marketing brand, has on the corporate website.

Stuart Bartram, Senior Manager, Corporate Internet and Design, **Aviva**

17:30 Chairman's closing remarks and Close of conference

Ways to register

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The Ark Group, Paulton House,
8 Shepherdess Walk, London,
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One-day event

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I have read and understand the cancellation policy and agree with the terms and conditions

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- CD-ROM (single-user license) - £395+VAT/€592+VAT
- CD-ROM (site license) - £1,185+VAT/€1,775+VAT

Contact Paul Connelly on +44 (0)20 7324 2309 or e-mail: pconnelly@ark-group.com

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