

**WEBSITE CONTENT MANAGEMENT SUMMIT**  
**27 & 28 March 2001** • The Landmark Parkroyal, Sydney

**REGISTRATION CARD**

To speed registration, please provide the priority code located on the mailing label or in the box below.

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**Mail To:** International Quality & Productivity Centre  
 Level 9, 70 Pitt Street, SYDNEY NSW 2000  
**Email:** registration@iqpc.com.au  
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C03440

Register me for the **WEBSITE CONTENT MANAGEMENT SUMMIT**  
**WORKSHOPS**  A or  B and/or  C and/or  D or  E and/or  F or  G

**YOUR INVESTMENT**

<input type="checkbox"/> Conference only	<b>\$2399</b>	plus GST	TOTAL \$2638.90
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Please send me \_\_\_\_\_ set(s) of AUDIO TAPES with WORKBOOK at \$658.90 each (**\$599** plus GST), \$768.90 (**\$699** plus GST) if not attending the conference, \$548.90 (**\$499** plus GST) workbook only

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**Approving Manager:**

Name: \_\_\_\_\_

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**Payment prior to the conference is mandatory for attendance**

Cheque enclosed for \$\_\_\_\_\_ (Please make cheques payable to: IQPC)

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**Note:** Payment includes lunches, refreshments, a detailed conference workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken. This card will only be processed if we have not received payment two weeks after the conference date.

**ACCOMMODATION AND AIRFARE PACKAGE**

Take advantage of our special negotiated rates, exclusive to all conference participants. Packages are available from all capital cities, including return flights to Sydney flying Qantas and one night's accommodation at the The Landmark Parkroyal, Sydney (additional night \$158 inclusive of GST).

**Prices start from: Ex Melbourne**

**\$515**  
 + GST

To book your flights and accommodation contact Travelmode on

(02) 9299 3644 or fax (02) 9299 4723 quoting IQPC

Group airfare conditions and cancellation policy applies. Prices are subject to seat and hotel availability and may change without notice.

The Landmark Parkroyal  
 81 Macleay Street  
 Potts Point NSW 2011  
 Ph: (02) 9368 3000



**TEAM DISCOUNTS**

IQPC recognises the value of learning in teams. Take advantage of one of these special rates:

- (\$) Groups of 3 or more booking on the conference at the same time from the same company receive a \$500 discount from the total registration fee
  - (\$) Register a team of 4 to the conference at the same time from the same company and receive a free pass for a 5th delegate
  - (\$) Ask about multi-conference discounts. Ring (02) 9223 2700 for more details
- Please Note: Only one discount applies

**FOUR REASONS FOR SPONSORING OR EXHIBITING AT THIS IQPC EVENT**

1. Gain preferential access to the senior executives in your target market and demonstrate your newest products.
2. Meet decision makers face-to-face to leverage your product and brand building.
3. Establish strong relationships and make proposals to potential customers.
4. Demonstrate your expertise and product excellence.

**For specific details of sponsorship and exhibition packages, please call Ruth Duggan on (02) 9229 1005, fax (02) 9223 2622 or email ruthd@iqpc.com.au**

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We will take care of it from there. It may however take some time, in which case we appreciate your patience.

**QUALITY GUARANTEE**

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**CANCELLATION POLICY**

You may make substitutions at any time; please notify us as soon as possible. Cancellations must be in writing and a 10% service fee will apply. Registered delegates who do not attend or who cancel less than two weeks prior to the conference are liable for the entire fee. Alternatively, a 10% service fee will be charged to transfer to another IQPC conference. Transfers will be limited to one per registration.

**PROGRAM CHANGES**

IQPC reserves the right to make changes in programs and speakers, or to cancel programs if enrolment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is cancelled. If a program is not held for any reason, our liability is limited to the program fee only.

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# WEBSITE CONTENT MANAGEMENT

25 CASE STUDIES

## Summit

Creating a Dynamic Web Presence Through Proven Content Management Strategies

Two-Day Conference ● 27 & 28 March 2001 ● The Landmark Parkroyal, Sydney

Featuring case studies and presentations from these leading organisations:

- NEWS INTERACTIVE - [www.newsinteractive.com.au](http://www.newsinteractive.com.au)
- AMNESTY INTERNATIONAL AUSTRALIA - [www.amnesty.org.au](http://www.amnesty.org.au)
- CATHAY PACIFIC - [www.cathaypacific.com](http://www.cathaypacific.com)
- GOODMAN FIELDER - [www.goodmanfielder.com.au](http://www.goodmanfielder.com.au)
- YAHOO! AUSTRALIA & NZ - [www.yahoo.com.au](http://www.yahoo.com.au) / [www.my.yahoo.com](http://www.my.yahoo.com)
- HARVEY NORMAN ONLINE - [www.harveynorman.com.au](http://www.harveynorman.com.au)
- AUSTRALIAN DEFENCE - [www.defence.gov.au](http://www.defence.gov.au)
- NINEMSN - [www.ninemsn.com.au](http://www.ninemsn.com.au)
- ABC ONLINE - [www.abc.net.au](http://www.abc.net.au)
- EMIRATES - [www.emirates.com](http://www.emirates.com) / [www.skywards.com](http://www.skywards.com)
- CITY OF MELBOURNE - [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)
- DELL COMPUTER - [www.dell.com](http://www.dell.com) / [www.ap.dell.com](http://www.ap.dell.com)
- NICKELODEON AUSTRALIA - [www.nickelodeon.com.au](http://www.nickelodeon.com.au)
- TOURISM VICTORIA - [www.visitvictoria.com.au](http://www.visitvictoria.com.au)
- DEPARTMENT OF ADMINISTRATION AND INFORMATION SERVICES (SA) - [www.dais.sa.gov.au](http://www.dais.sa.gov.au)
- WINEPROS INTERNATIONAL - [www.winepros.com.au](http://www.winepros.com.au)
- CANON - [www.canon.com.au](http://www.canon.com.au)
- HARDWARESHOP - [www.hardwareshop.com.au](http://www.hardwareshop.com.au)
- SHOPFAST - [www.shopfast.com.au](http://www.shopfast.com.au)
- SCOUTS AUSTRALIA - [www.scouts.com.au](http://www.scouts.com.au)
- LASTMINUTE.COM - [www.lastminute.com](http://www.lastminute.com)
- ADULTSHOP - [www.adultshop.com](http://www.adultshop.com)
- JUMBOMALL - [www.jumbomall.com](http://www.jumbomall.com)
- NINEMSN CARPOINT - [www.carpoint.com.au](http://www.carpoint.com.au)
- SYDNEY 2000 OLYMPIC SITE - [www.olympics.com](http://www.olympics.com)
- INTERNET INDUSTRY ASSOCIATION - [www.iaa.net.au](http://www.iaa.net.au)
- BAKER & MCKENZIE - [www.bakernet.com](http://www.bakernet.com)
- EWISE - [www.ewise.com.au](http://www.ewise.com.au)

By attending IQPC's Website Content Management Summit you will learn how to:

- **CONTINUOUSLY** update and revamp content to keep your website fresh
- **UNDERSTAND** the relationship between website usability and traffic
- **IMPLEMENT** interactive creative strategies to keep users on your site
- **CREATE** interactive and personalised content features for your site visitors
- **MAXIMISE** organisational participation and support in maintaining a strong website presence
- **IDENTIFY** the critical steps in moving from a static website to a dynamic site
- **OPTIMISE** content to facilitate eBusiness
- **ADOPT** the Internet and your website presence as a mandatory extension of your existing business and media sources
- **ENABLE** disability user access to your site content

PLUS

THREE SEPARATELY BOOKABLE INTERACTIVE PRE-CONFERENCE WORKSHOPS

26 MARCH 2001 ● The Landmark Parkroyal, Sydney

AND

FOUR SEPARATELY BOOKABLE INTERACTIVE POST-CONFERENCE WORKSHOPS

29 MARCH 2001 ● The Landmark Parkroyal, Sydney

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**W**ebsites are growing in size, functionality and complexity at an unprecedented rate. The increasing expectations of the online audience are placing extraordinary demands on organisations as they develop strategies to ensure the accuracy and thoroughness of their website content.

**Unlike traditional forms of communication, a website is never "finished" - it's a constantly evolving channel for business communication, transactions and customer experience.**

IQPC recognised this reality years ago, and has been putting together ground-breaking conferences that have focused specifically on the need to effectively manage the content on your website. After packing conference halls around the world, the IQPC *Website Content Management* conference series was brought to Australia in 2000. Due to the overwhelming response and demand for our initial two events in May and November, we are excited to be taking the next step in upgrading the event to a summit format.

We have carefully examined feedback from our conference delegates from the first two events. Combining this with our extensive research and interviews with the leading website content managers and experts in Australia and overseas, we have put together an event that covers all the angles of how to best manage your site's content.

This summit promises to bring you face-to-face with the leading content management executives in Australia and overseas from a variety of industries in the corporate and government sectors.

*Specifically at this conference, you will hear how:*

- 3-time "Airline of the Year" winner, **EMIRATES**, has brought its award winning brand to the online environment
- **YAHOO!**'s pioneering "**MY YAHOO**" brought personalised content to the Internet - and over the years soon drove the rest of the online world to follow suit
- **TOURISM VICTORIA** has used distributed authoring of content to create the first Government travel portal in Australia
- **GOODMAN FIELDER** utilises a Business-to-Business website content framework to facilitate simplified access to its online supply chain and business partners
- Australia's leading children's site, **NICKELODEON**, creates 'sticky' content to drive continuous return traffic to its site
- Award-winning eCommerce site, **HARDWARESHOP**, maximises synergy between regular content and 'shopping cart' content
- **NINEMSN** has focused since inception on website useability as the driving force behind its position as Australia's leading Internet site in terms of traffic

Our expanded format once again gives you the chance to hear from the best on *Website Content Management* at Australia's most comprehensive conference focusing specifically on the topic.

Whether you feel you have an advanced content management system in place, or are just getting a running start or are in the intermediate stages of development, this conference has been designed for you. We have developed session streams that will cover your specific needs at your preferred level.

Stay ahead of the competition. As we've already stated, your website content is never 'finished'. **You - and your entire website content management team - cannot afford to miss this event.**

**Act now! - And register TODAY!**

## WHO SHOULD ATTEND

This event has been researched and designed to provide best practice strategies for developing the most effective website content for your organisation. At IQPC's Website Content Management Summit, you will meet:

*Senior Managers responsible for:*

- **Website Content**
- **eCommerce**
- **Interactive Marketing**
- **Corporate Marketing**
- **Corporate Communications**
- **Public Relations**
- **Internal Communications**
- **Global Communications**
- **Business Development**
- **Online Content**
- **Product Management**
- **Brand Management**
- **Operations**
- **Web Infrastructure**
- **New Media**
- **Website Design**

**Also: Executive Producers, Information Officers, Editors, Channel Managers, Webmasters, Internet Program Managers**

## IQPC CONFERENCES AVAILABLE AS AN AUDIO TRAINING PACKAGE!

Audio cassettes are a cost-effective way of staying on the cutting-edge! Share the cassettes with your team and office associates and listen to leading companies share their experience and expertise. Your order is risk free! If not completely satisfied simply return the product within 14 days for a full refund. Pre-orders determine a conference being recorded, so to avoid disappointment -

**ORDER NOW!**

For details and to order, please see the registration card on the back of the brochure or call **Fiona Ngatikao on (02) 9229 1004**, fax (02) 9223 2622 or email [fionan@iqpc.com.au](mailto:fionan@iqpc.com.au)

## TEAM ATTENDANCE IS A MUST

### **Send a TEAM of Executives**

Team attendance is strongly urged. Why? Developing effective Website Content Management requires absolute communication. To launch and ensure the success of this type of initiative, you must have commitment throughout your organisation. You cannot have this commitment unless there is comprehension. Register your team today!

**To find out more about team discounts call (02) 9223 2700 - TODAY!**

# SEPARATELY BOOKABLE PRE-CONFERENCE WORKSHOPS

MONDAY, 26 MARCH 2001 • THE LANDMARK PARKROYAL, SYDNEY

## HOW TO DEVELOP A WEBSITE CONTENT MANAGEMENT FRAMEWORK

9:00AM - 12:30PM

All aspects of a web design should revolve around a site's content. Design should only reinforce the intended message or marketing strategy. Many website builders and designers fail to recognise this elementary rule of thumb. Failure to adhere to this basic principle results in poor layout, challenging navigation and inconsistent communications. The challenge, therefore, is identifying and gathering the content that should be made available online. *This workshop will review the questions that you need to ask and the steps that you need to take to ensure that all aspects of your business are properly represented with*

*your online communications. Among the items to be reviewed include:*

- Understanding your business
- Identifying the needs of your customers
- Knowing your online needs
- Writing for your audience
- Addressing content maintenance and updates

### ABOUT YOUR WORKSHOP LEADERS:

**Helen Routh** is Director of Knowledge Management at **PriceWaterhouseCoopers**. Helen has utilised intranet technologies to seamlessly bring together a vast array of tax research information from within the firm and

through alliances with external suppliers. She is the Australian Project Director on a business transformation project that will redefine the application and management of "knowledge objects" and consulting workflow processes in a business-to-business context. **Melanie Keeble** is Project Manager and Webmaster of **PricewaterhouseCoopers'** extranet site Tax News Network Australia ([www.taxnews.com.au](http://www.taxnews.com.au)). A major part of Melanie's work involves web-enabling parts of the firm's existing intellectual capital so that it can be made available to other businesses on a subscription basis.

OR

## HOW TO MOVE FROM A STATIC TO A DYNAMIC WEBSITE

9:00AM - 12:30PM

When the Internet first started to gain popularity, it consisted mainly of static pages containing static content. As the Internet evolved, serving static content began to limit a site's functionality. Organisations wanted more. They needed a way to interact with customers and facilitate unique experiences. This required a new approach and led to the development of technologies to generate dynamic pages. *Delivering dynamic content requires generating dynamic web pages that can be utilised by your browsers in an easy,*

*useable and stimulating way.*

- Which type of site is best for your organisational needs - static or dynamic?
- How to know when to make the move
- The technologies available for delivering dynamic site pages
- How to design site pages for a dynamic generation
- Ways to manage content for a dynamic site
- How to construct a dynamic site so both technical AND non-technical users can contribute
- The pro's and con's of dynamic sites

### ABOUT YOUR WORKSHOP LEADER:

**Divico Scheidegger**, Founder and Managing Director of **3rdmill**, has been in the technology game for 19 years. Prior to founding 3rdmill in 1997, Divico managed telecommunications and technical services for large corporations in Australia and overseas. At 3rdmill, Divico has applied content management solutions and interactive databases to a number of projects, and he excels at painting a broad picture of the content management options available, as well as driving home the "HOW TO" scenarios that organisations need to understand when developing effective website content.

LUNCH

## HOW TO CREATE A SUCCESSFUL WEBSITE THROUGH EFFECTIVE CONTENT MANAGEMENT

1:30PM - 5:00PM

There are two factors that guarantee success for a web site: Long visits and return customers. But what is it that makes customers stay and how can you make them return? *This workshop will outline why quality content is the key to driving customer demand.* It will outline how a serious focus on content management can strengthen customer relationships and ultimately become a critical strategic tool in your business marketing mix. *Specifically this workshop will address:*

- The key determinants of quality content - your business or your customers?

- How to find the right content
- How to keep your audience (and keep them coming back for more)
- What makes a sticky site?
- How to engage the customer as a participant rather than a spectator
- The eternal content question - create, buy or partner?

### ABOUT YOUR WORKSHOP LEADER:

**Ben Crawford** is Business Development Director at **Gadfly Media**. Ben oversees the content of a number of websites and interactive TV services, as well as managing

magazines in Australia and the USA. He has partnered with Microsoft and IBM on some of the most ambitious websites ever produced in Australia, which recently has included SOCOG's official site for the Olympic Games. He has worked in the media and entertainment industry for fifteen years, during which his duties have included writing and directing short films for the international festival circuit, publishing books and magazines, and publishing marketing and content provision for pay TV companies.

## CONFIRMED EXHIBITORS AT WEBSITE CONTENT MANAGEMENT SUMMIT

### Sponsorship and Exhibition Opportunities

This summit and exhibition offers unique opportunities to profile your company and solution to a highly targeted audience. For sponsorship and exhibition opportunities available at this event, please contact **Ruth Duggan** at [ruthd@iqpc.com.au](mailto:ruthd@iqpc.com.au) or call 02 9229 1005.



CALL (02) 9223 2600 TO REGISTER OR (02) 9229 1005 TO EXHIBIT

# WEBSITE CONTENT MANAGEMENT SUMMIT

DAY ONE: TUESDAY, 27 MARCH 2001

7:45 REGISTRATION AND COFFEE

8:30 WELCOMING REMARKS FROM THE CHAIR

8:40 **AN OVERVIEW OF AUSTRALIAN WEBSITE CONTENT - EXAMINING PAST, CURRENT AND FUTURE TRENDS**

Australian Overview

This session will examine the 'state of play' in Australian website content. Colin will use his observations and experience as Director of Multimedia at ABC to help you find out the answers to some of the most perplexing questions concerning content management in an Australian context.

- What kinds of content are Australians getting? Overseas or localised content?
- How are Australians selecting and determining the Internet content they use?
- Who is developing the local content?
- Who's developing funding for these sites?
- An overview of Australian new media in general

Colin Griffith, Director of Multimedia

ABC ONLINE - [www.abc.net.au](http://www.abc.net.au)



9:30 **CONTENT MANAGEMENT AS A KEY STEP TOWARDS A SUCCESSFUL eBUSINESS STRATEGY**

INTERNATIONAL CASE STUDY

- Building real-time sites
- Separating content from design
- Targeting content for multiple channels and devices
- Personalisation, portals and beyond

Tom Nunan, General Manager of eBusiness

CATHAY PACIFIC - [www.cathaypacific.com](http://www.cathaypacific.com)



10:10 MORNING TEA AND EXHIBIT VIEWING

10:30 **EVALUATING THE RELATIONSHIP BETWEEN WEBSITE USABILITY AND TRAFFIC TO YOUR SITE**

CASE STUDY

As the Australian site that consistently receives the most traffic, Ninemsn has emphasised usability as the driving force behind keeping users coming back to the site and surfing 'deeper' into its pages. Pippa has worked on the Ninemsn content since its conception and will discuss how content has developed from its origins, with usability at the centre of the management strategy.

- Applying usability analysis and testing in designing effective web content
- Designing content for diverse audience groups
- Designing content to ensure users keep coming back for more
- Search functions, links navigation, orientation-ensuring users can quickly find what they want

Pippa Leary, Senior Business Manager

NINEMSN - [www.ninemsn.com.au](http://www.ninemsn.com.au)



11:15 **TARGETING AND PERSONALISING CONTENT INTELLIGENTLY AT LASTMINUTE.COM**

CASE STUDY

Lastminute.com are specialists in spontaneity, using a unified database with multiple user interfaces to put last minute buyers in touch with last minute sellers. By developing strong relationships with suppliers and users, Lastminute.com has expanded rapidly in multiple International markets. Their content has three functions:

- To increase conversion by giving users every possible reason to buy
- To engender a sense of community
- To increase the frequency with which users visit the site

Bill Gair, Managing Director

LASTMINUTE.COM - [www.lastminute.com](http://www.lastminute.com)



12:00 **CREATING 'STICKY' CONTENT TO DRIVE RETURN TRAFFIC TO YOUR SITE**

CASE STUDY

Nickelodeon is Australia's leading website aimed at the youth market. This session will address key methodologies and approaches to attract visitors to the site for a first visit and then to draw them in again and again. Discover how to keep a site interesting and interactive, and how understanding your target audience will help ensure that visitors return to the site.

Katie Cordes, Online Manager

NICKELODEON AUSTRALIA - [www.nickelodeon.com.au](http://www.nickelodeon.com.au)



12:40 LUNCH AND EXHIBIT VIEWING

1:50 **MANAGING DISABILITY ACCESS TO YOUR WEBSITE CONTENT**

Association Perspective

The Human Rights and Equal Opportunity Commission's ruling against the Sydney 2000 Olympic site showed how websites can be liable if their content is not readily accessible by individuals with disabilities. This session will discuss the types of design flaws that can prevent your content being accessible by this audience.

- Examples of disabilities that inhibit access to certain sites
- Types of design flaws that lead to access problems
- Managing the problem to reach a broader audience

John McKenna, Chairman, Web Accessibility Taskforce

INTERNET INDUSTRY ASSOCIATION - [www.iaa.net.au](http://www.iaa.net.au)



2:35 **EFFECTIVELY MERCHANDISING YOUR ONLINE INFORMATION: MAXIMISING SYNERGY BETWEEN CONTENT AND 'SHOPPING CART'**

CASE STUDY

Today's website user has been conditioned to expect an unprecedented amount of information before they even think of making a purchasing decision. But how can this content be positioned to lead to transaction rather than distraction? Hardwareshop.com.au was commended as one of the top three eCommerce sites in Australia.

- Creating content as a selling tool while retaining integrity
- Using the layered nature of the Internet to control the flow of information
- Versioning content to speak to multiple types of consumers
- Translating your core content resources into online assets

Phillip Coch, CEO

HARDWARESHOP - [www.hardwareshop.com.au](http://www.hardwareshop.com.au)

3:15 AFTERNOON TEA

3:35 **EXPANDING YOUR CONTENT FOR INTERNATIONAL WEBSITES**

CASE STUDY

As one of the world's largest collection of online stores, JumboMall has seen the need to develop a website content management framework that delivers content in different international markets and in several languages. What have been the major hurdles in meeting the international challenge?

- Moving from a single language site to a multi-lingual site
- Team management: How to create a strong team in different time and geographical zones
- Look and feel: Maintaining the brand while managing cultural differences
- Finding the balance between centralisation and localisation

Mike Veverka, CEO

JUMBOMALL - [www.jumbomall.com](http://www.jumbomall.com)

4:15 **DEVELOPING CONTENT FOR A USER-FRIENDLY ONLINE EXPERIENCE FROM A GOVERNMENT PERSPECTIVE**

CASE STUDY

- Design and functionality of South Australia Central Mark 2
- Marketing South Australia Central to generate hits and encourage return traffic
- Measuring the success of the site

Susan Ball, Director, Online Services

DEPARTMENT OF ADMINISTRATION AND INFORMATION SERVICES (SA) - [www.dais.sa.gov.au](http://www.dais.sa.gov.au)

4:55 **USING USER FEEDBACK TO REVAMP AND UPDATE YOUR WEBSITE CONTENT MANAGEMENT**

CASE STUDY

- Utilising feedback to create an engaging experience for your site visitors
- Matching content to your customer through customer profiling
- Viewing the site as a service opportunity for your customers
- Creating a new and improved site and feel
- Making your site one of the most information-friendly sites available

Jodie Mitchell, Electronic Business Project Leader

CITY OF MELBOURNE - [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

5:40 CONCLUSION OF DAY ONE

CALL (02) 9223 2600 TO REGISTER OR (02) 9229 1005 TO EXHIBIT

CHOOSE  
STREAM A

STREAM A: INTERMEDIATE - "GETTING STARTED"

8:50 OPENING REMARKS

9:00 DEVELOPING A FRAMEWORK FOR WHAT GOES ON YOUR WEBSITE AND WHERE

CASE  
STUDY



- Prioritising what information gets posted
- Establishing an understanding of appropriate content
- Matching-up the right content for your audience
- Responding to your audience's needs for timeliness, relevance, breadth and depth

**Rob Fitzpatrick**, Marketing Director  
SHOPFAST.COM.AU - [www.shopfast.com.au](http://www.shopfast.com.au)

9:45 USING WEBSITE CONTENT AS THE TOOL TO BRING A WINNING BRAND TO THE ONLINE ENVIRONMENT



INTERNATIONAL  
CASE STUDY

Emirates launched a revitalised website that brought many of their branding features that helped them win the Airline of Year Award for 1998, 1999, and 2000 to the Internet. The site now provides a platform upon which to base much of the airline's future online marketing and eCommerce activity, including online booking around the network, communication with frequent fliers, special offers and online recruitment. This session will discuss these strategies as well as their ground-breaking ideas for the next stage of development.

- Online marketing campaigns
- Integrating tactical and corporate advertising general advertising

**Steve Wheeler**, General Manager, Advertising  
EMIRATES - [www.emirates.com](http://www.emirates.com) / [www.skywards.com](http://www.skywards.com)

10:25 MORNING TEA

10:45 MANAGING YOUR WEBSITE CONTENT AS AN EXTENSION OF YOUR EXISTING BUSINESS AND MEDIA TOOLS

CASE  
STUDY

- Overcoming the 'mystique' of the Internet
- Focusing on ROI and the sound business principles available through the web
- Offering services online that deliver to customer needs and that deliver value and generate income beyond just 'stock valuation'

**Troy Oldham**, General Manager  
NINEMSN CARPOINT - [www.carpoint.com.au](http://www.carpoint.com.au)

11:30 HOW TO MAKE YOUR WEBSITE AN ESSENTIAL PUBLIC INFORMATION PROVIDER

CASE  
STUDY

- Determining the most appropriate services to offer online
- Creating a website that attracts visitors through its image and functionality
- Thinking creatively about the services you provide to make the information relevant to a broad range of people and professions

**Bob Lester**, Assistant Director of Digital Media  
AUSTRALIAN DEFENCE - [www.defence.gov.au](http://www.defence.gov.au)

12:15 DETERMINING AN EFFECTIVE WEBSITE CONTENT APPROVAL PROCESS IN YOUR ORGANISATION

CASE  
STUDY

Part of managing a site involves creating roles and policies to determine what should go on the site, when it should be posted and how frequently it needs to be maintained. These policies must also stress the Internet as a business application tool rather than simply as a tool for a web presence.

- Creating a common understanding of website content
- Establishing content policies for state divisions
- Ensuring your content is pertinent and appropriate for your audience

**Graham Coates**, Webmaster  
SCOUTS AUSTRALIA - [www.scouts.com.au](http://www.scouts.com.au)

1:00 LUNCH

2:00 DETERMINING THE ROLES AND RESPONSIBILITIES OF INDIVIDUALS ON THE WEBSITE TEAM: CONTENT MANAGER, PRODUCER, EDITOR, MARKETING, WEBMASTER?



PANEL  
DISCUSSION

A common challenge for the development of a website is determining who is responsible for managing the content and the level of involvement in writing, editing and proofing the material. Content today is contributed by various sources of the business - marketing, product managers, communication officers, public relations. Who then signs off on content before it is posted?

- What are the responsibilities and goals of each team member?
- Should the web content manager be an individual or a team?
- What is the reporting structure of the web content team?
- Which other departments should be involved in content management?

Panel Discussion to include:

**Colin Wright**, National Coordinator  
HARVEY NORMAN ONLINE - [www.harveynorman.com.au](http://www.harveynorman.com.au)  
**Rosie Gray-Spencer**, Marketing Director  
NICKELODEON AUSTRALIA - [www.nickelodeon.com.au](http://www.nickelodeon.com.au)  
**Paul da Silva**, Advertising Coordinator  
CANON - [www.canon.com.au](http://www.canon.com.au)

2:40 LIASING WITH STAKEHOLDERS AND CUSTOMERS TO ENSURE CONTINUOUS REDESIGN AND IMPROVEMENT OF YOUR WEBSITE

CASE  
STUDY

It can be difficult to tell how a change in your website will affect all users. The best intentions might go into a site design, but how can you ensure the success of these changes before you introduce the site to the Internet? Nickelodeon embraces a philosophy of connecting with kids in interactive ways to get required feedback.

**Rosie Gray-Spencer**, Marketing Director  
NICKELODEON AUSTRALIA - [www.nickelodeon.com.au](http://www.nickelodeon.com.au)

3:25 AFTERNOON TEA

3:45 ALIGNING YOUR WEBSITE CONTENT MANAGEMENT WITH AN ONLINE BUSINESS-TO-BUSINESS STRATEGY

CASE  
STUDY

By developing strategic partnerships with other businesses through an independent website, corprocure.com.au, Goodman Fielder has been able to simplify transactions and reduce customer costs throughout its supply chain in the B2B marketplace. This session will show you how to develop B2B content that can link buyers and sellers, expand your customer base, reduce administration and acquisition costs and better manage your product demand process.

**Richard O'Brien**, eCommerce Manager  
GOODMAN FIELDER - [www.goodmanfielder.com.au](http://www.goodmanfielder.com.au)

4:30 ADDRESSING THE PRIVACY AND SECURITY ISSUES OF YOUR WEBSITE CONTENT

CASE  
STUDY

As new technologies continue to emerge, consumer advocates are pushing for security of content and accessibility on the Internet. As a result, Web publishers are finding the need for more creative ways of addressing the issues of content security, while maintaining interactive, full-view sites. This session will discuss developing and maintaining a best-practice approach to security.

**Alex Grinberg**, CEO and Co-Founder  
EWISE.COM.AU

5:15 CLOSING REMARK AND CLOSE OF CONFERENCE

# WEBSITE CONTENT MANAGEMENT SUMMIT

DAY TWO: WEDNESDAY, 28 MARCH 2001

STREAM B: ADVANCED

CHOOSE  
STREAM B

## 8:45 OPENING REMARKS

### 9:00 "MY YAHOO" - PIONEERING THE PERSONALISATION OF CONTENT AT YAHOO!

CASE  
STUDY

Some of the most effective websites allow their customers and visitors the ability to access, update and change their account or profile information, add features, change plans, or view and pay statements and invoices. The "My Internet" phenomena was created first by Yahoo! and has helped them create personalised content for their site visitors.

- How personalisation can improve customer satisfaction
- How to analyse user feedback to measure success
- How to stay ahead of your customer needs



**Alan Jones**, Senior Producer and Product Director  
**YAHOO! AUSTRALIA & NZ -**

[www.yahoo.com.au](http://www.yahoo.com.au) / [www.my.yahoo.com](http://www.my.yahoo.com)

### 9:45 MAINTAINING WEBSITE CONTENT FOR A 'MEGA-EVENT' - LESSONS LEARNED FROM THE BUSIEST WEBSITE IN INTERNET HISTORY

CASE  
STUDY

The Sydney 2000 Olympic Games received the highest hit rate in website history during the Games, and continued to be the highest visited Australian sports site for months after the games.

- Allowing for up to the minute changes in your web content management system
- Developing positive working relationships with all stakeholders: event management, sponsors, contracted consultants
- Deciding on an appropriate 'editorial' stance on reporting news

**Ben Crawford**, former General Manager  
**SYDNEY 2000 OLYMPIC SITE -** [www.olympics.com](http://www.olympics.com)

## 10:25 MORNING TEA

### 10:45 THE TECHNOLOGY BEHIND A GOOD CONTENT MANAGEMENT SYSTEM

CASE  
STUDY

There are many technical challenges to overcome in developing a good content management system. This session will examine the technical architecture of a good content management system and will discuss the actors and workflow involved in a content publishing system.

- What is an end to end publishing system?
  - Automation of website content
- Enabling 'value adds' such as:
- eNewsletters
  - Personalisation and Customisation
  - eCommerce enablement
  - User tracking
  - Syndication of content via a Content Management System



Conclusion: Build or Buy - what is the best option for your organisation?

**Simran Gambhir**, Chief Technology Officer  
**NEWS INTERACTIVE -** [www.newsinteractive.com.au](http://www.newsinteractive.com.au)

### 11:30 USING DISTRIBUTED AUTHORSHIP TO FACILITATE WEBSITE CONTENT

CASE  
STUDY

By distributing the authoring of content to the various locales in the Victoria travel industry, Tourism Victoria has created the first Australian Government travel portal that offers service-wide access to all that Victoria has to offer. Through password-driven access, contributors to the site are responsible for the maintenance of their own content, creating a travel portal that features all the highlights of Victoria.

**Chris Bate**, Manager, Tourism Online  
**TOURISM VICTORIA -** [www.visitvictoria.com.au](http://www.visitvictoria.com.au)

### 12:15 CREATING A COMMUNITY BASED SITE TO BUILD CUSTOMER LOYALTY AND BRAND RECOGNITION

CASE  
STUDY

To ensure the depth and breadth of the information that a sophisticated wine audience is looking for, WinePros has created a community-based approach to content. This approach takes input from a panel of international wine

experts in addition to that from the wine connoisseurs who visit the site. The forum-based community allows visitors to swap tasting notes and discuss everything and anything to do with wine.

**Judy Pridmore**, General Manager

**WINEPROS INTERNATIONAL -** [www.winepros.com.au](http://www.winepros.com.au)



## 1:00 LUNCH

### 2:00 "G-LOCALISATION": ENGAGING YOUR CUSTOMERS WITH LOCALISED CONTENT FROM A GLOBAL NETWORK

CASE  
STUDY

Amnesty International faces the challenge of developing the right amount of localised content to blend in with their London-based global website. The Amnesty Australian site is being revamped to create customised content for the local market while still remaining true to the global site.

- How to tailor content to localised forums and specific interest groups
- How to develop a successful brand that appeals to a worldwide marketplace at a local, personal level
- Managing the regular update of a regional website, keeping information current and relevant, yet consistent to the global brand

**Andrew Beswick**, Campaign Coordinator  
**AMNESTY INTERNATIONAL AUSTRALIA -**

[www.amnesty.org.au](http://www.amnesty.org.au)



### 2:45 TAKING YOUR WEBSITE TO THE WORLD: ISSUES TO CONSIDER IN INTERNATIONALISATION

CASE  
STUDY

AdultShop has recently expanded its Australian award-winning eCommerce site to eight international locations. This session will focus on the challenges faced in taking their unique type of content to the international stage.

- Managing consistent brand identity across the world
- Developing content which respects local legislative guidelines and culture
- Development concerns: understanding the local platforms and browsers

**Katherine Burnett**, Editor In Chief  
**ADULTSHOP -** [www.adultshop.com](http://www.adultshop.com)

## 3:20 AFTERNOON TEA

### 3:40 BALANCING THE NEEDS OF BUSINESS-TO-CONSUMER AND BUSINESS-TO-BUSINESS CUSTOMERS WITHIN A CONTENT MANAGEMENT FRAMEWORK

CASE  
STUDY

In the current marketplace many companies are targeting both the B2C and the B2B sectors. This creates numerous strains on the content management of the website, because the two different sectors require extremely different types of content. A website targeting both sectors must be able to deliver the appropriate content to the appropriate customer.

- Routing customers to the correct destinations
- Segmenting customers - balancing website 'real estate' between B2C and B2B sectors
- Creating an interactive marketplace

**Simon Johnson**, Marketing Manager, Australia & NZ  
**DELL COMPUTER -** [www.dell.com](http://www.dell.com) / [www.ap.dell.com](http://www.ap.dell.com)

### 4:25 EXAMINING THE LEGAL ENVIRONMENT FOR EXPANDING WEB CONTENT TO DATACASTING AND DIGITAL TV

CASE  
STUDY

This session will examine the legal environment for convergence of web content on alternate platforms. It will also specifically examine what convergence means for web content developers in the Australian marketplace.

**Patrick Fair**, Chairman  
**INTERNET INDUSTRY ASSOCIATION -**

[www.ii.net.au](http://www.ii.net.au)  
Partner, **BAKER & MCKENZIE -** [www.bakernet.com](http://www.bakernet.com)



## 5:10 CONCLUSION OF MAIN CONFERENCE

CALL (02) 9223 2600 TO REGISTER OR (02) 9229 1005 TO EXHIBIT

# SEPARATELY BOOKABLE POST-CONFERENCE WORKSHOPS

THURSDAY, 29 MARCH 2001 • THE LANDMARK PARKROYAL, SYDNEY

## HOW TO IMPLEMENT EFFECTIVE WRITING TECHNIQUES FOR THE INTERNET

9:00AM - 12:30PM

You've figured out what you want on your website and how you're going to manage content, but you haven't done your job unless you've addressed the writing on your site. What do you need to know to write for the online eye? How do you write to help users find information quickly? How do you write to turn hits into sales or longer site visits?

*This workshop will examine website writing from the point of view of the website visitor. Specifically it will cover:*

- The traits of effective website writing
- Hypertext links/menus versus drop-down
- How to write for a variety of users
- How effective web writing helps users navigate your site
- How to reproduce your print materials for the Internet
- What tone is appropriate for your website
- How to write "to sell"
- Why it's important to integrate writing with web design

### ABOUT YOUR WORKSHOP LEADER:

**Ben Crawford** is Business Development Director at **Gadfly Media**. Ben oversees the content of a number of websites and interactive TV services, as well as managing magazines in Australia and the USA. He has partnered with Microsoft and IBM on some of the most ambitious websites ever produced in Australia, which recently has included SOCOG's official site for the Olympic Games.

OR

## KEY STRATEGIES FOR INCREASING THE USABILITY OF YOUR WEBSITE CONTENT

9:00AM - 12:30PM

The familiar adage "Content is King" is truer for online delivery than for any other medium. Users want to find relevant and timely information quickly and if they don't, you've lost them. This workshop will address the critical issue of usability and help you develop and refine your website's functionality and consequently, attract repeat users to your site. *Specifically, it will outline the principles and approaches that you should employ to shape*

*your content and ensure maximum functionality and usability of your website.*

- Overview of features that can affect content design, functionality and usability
- Controlling the design process: developing a design brief stating your bottom-line functionality and usability requirements
- Identifying key customer and design requirements
- Testing and evaluating your website's usability

### ABOUT YOUR WORKSHOP LEADER:

**Craig Errey**, is the Director of **Performance Technologies**. Craig helps organisations create real and measurable value for people and business through technology that is simple, user-friendly, and effective. He specialises in aligning business, marketing, and customer strategies to website and technology design.

LUNCH

## CREATING A VIRTUAL COMMUNITY PUBLISHING PORTAL THROUGH YOUR WEB CONTENT

1:30PM - 5:00PM

Creating and access to huge volumes of timely, accurate content forms the basis of a powerful portal. By taking advantage of an application service provider environment, tools and processes can be made available to all users of a portal that will encourage exponential growth. *This session will describe how to dramatically increase the value of your portal through the use of XML, XSL, WAP and personal portal tools.* Tools that will give you the capability to automatically create, aggregate and disseminate content across a virtual community involving thousands of contributors will be described. *These include:*

- Integrating multiple meta data formats
- Determining where to use dynamic content generation versus flat html
- Syndicating content from multiple sources and importing foreign content
- Integrating a permissions layer for content creation and work flow
- Establishing an online public multimedia library
- Creating a portal based intranet and extranet for all files formats
- Retrieving option of portal documents as html or in native formats

- Creating an automatic pay per view for document download
- Creating a turnkey B2C trading hub

### ABOUT YOUR WORKSHOP LEADER:

**Grame Barty** is the founder and Managing Director of **HarvestRoad Limited** a company providing web software and services for virtual communities. Grame is a current Board Director and on the Executive Management Committee of the Australian Information Industry Association. Prior to that he spent 8 years as a senior executive in IT organisations including Fujitsu, Nortel and Telecom New Zealand in a sales and marketing capacity.

OR

## HOW TO DEVELOP AND USE PERFORMANCE MEASURES TO BENCHMARK THE EFFECTIVENESS OF YOUR WEBSITE CONTENT

1:30PM - 5:00PM

You now have a website and have developed a content strategy, but how do you measure the results? The web is the first content medium to allow us to actually measure usage. The ability to capture real time data on user activity differentiates the Internet from other media, and successful web publishers are capitalising on this advantage. Discovering what data is available and how it is captured is critical to developing a successful web strategy. *This workshop will focus on identifying measurement goals and developing solutions*

*to meet your objectives. Participants will be given an opportunity to develop a measurement strategy of their own. The following topics will be covered:*

- Understanding web traffic
- How to determine what is appropriate to track
- What data is available and how to use it
- What solutions are available and where you can find them
- Understanding how traffic flows through your site
- Analysing unpopular/popular content

### ABOUT YOUR WORKSHOP LEADER:

**Adam Surplice** is the Managing Director of **Relaxas Publishing**. Prior to commencing full time with Relaxas in October 1998, Adam had four years of corporate IT experience in the banking industry. In less than 3 years, he has single-handedly designed, built, and supports the technical infrastructure for the following sites: [www.wheretostay.net](http://www.wheretostay.net), [www.wheretoeat.com.au](http://www.wheretoeat.com.au), [www.speakeasy.com.au](http://www.speakeasy.com.au) and [www.wheretobuy.com.au](http://www.wheretobuy.com.au).

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