



## Event Creation Form

### Organiser Details

Region	South East
Branch	e-connections

Name of event organiser	Kirsty Hanna		
Contact number of event organiser	work: 07714 095120		
Email address of event organiser	kirstyhanna@googlemail.com		
Name of event co-ordinator			
Contact number of event co-ordinator			
Email address of event co-ordinator	kirstyhanna@googlemail.com		

### Event Details

Title	Website Usability		
Date	Wed 18 February 2009		
Duration (eg. breakfast, full day)	1 day or less		
Venue Name	Kings Hill Training & Conference Centre		
Venue Address	The University of Greenwich		
	6 Alexander Grove		
	Kings Hill		
	Kent		ME19 4GR
Objectives	Provide member CPD and capture non-members by disseminating high value marketing expertise		
Outline	Low cost intensive local CPD workshops delivered by SE region outreach team		
Target audience	practising marketing managers		
Branding opportunities			
Cost Code			

Subtitle	Creating great websites
Start Time/Finish Time	09:30 to 13:00
Venue Attendance Limit	22
Speaker(s)	Tim Fidgeon
Speaker's Biog	Tim lives and breathes usability and copywriting for the web. He's been involved in several award-winning projects over his 9-year career and regularly writes and publishes research articles on all aspects of usability.
Topic	Communications, Digital marketing, Ethics and social responsibility
Sector	Non specific
Chartered CPD Competencies	Communicate with stakeholders, Manage customer relationships
CPD Hours	3.5
Summary for calendar copy	Building great websites from a user centric perspective  This ½ day course will help you understand how taking a user focused approach to building websites will lead to an improved final product that improves customer satisfaction and more importantly works
<b>Description</b>	

Building great websites from a user centric perspective

This ½ day course will help you understand how taking a user focused approach to building websites will lead to an improved final product that improves customer satisfaction and more importantly works better for your business.

During the ½ day interactive course you will:

- Find out how what really matters to users
- Understand what tools you can use to measure the user experience
- Look at techniques for cheaply accessing how good your website is
- Look at the key areas such as navigation, page layout, landing pages, forms and e-commerce
- The role of colour, fonts etc
- Understand the importance of copy and content
- Why it all matters for search engines
- Legal issues such as accessibility
- The virtuous circle of web design : Good usability = good accessibility = good for search engines = good for the customer = good for your business
- 10 top tips for creating great website
- Questions to ask your designer/agency to make sure they know what they are doing?

You'll also receive a free handbook that contains all tutorials.

## Event Organisation

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Organised by CIM + Sponsor	
Sponsor Name	n/a
Supporter Name	
Type of event	Development Event

## Objectives for Events Sponsored by The Chartered Institute of Marketing

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Raise/build/reinforce brand awareness	
Create preference	
Provide attractive content for our products and services	
Provide new route to market	
Support membership, training, qualifications campaigns	
Corporate hospitality to promote good relations with media, clients or potential clients	
Lead generation	
Other:	
How many years has event been held	
Sponsorship arrangement	

## Associated Costs/Revenue (all costs should exclude VAT)

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Actual budget available for this event:	
Cost of stand space/venue:	
Cost of AV/dressing/signage:	
Cost of food/refreshments:	
Cost of promotion (include design, print and postage)	
Cost of PR:	
Cost of getting CIM staff to event (total travel and accomm for all staff)	
Cost of speakers:	
Total other costs:	
Revenue from sponsors:	
Other revenue streams:	
Total Cost	£0
Estimated number of attendees	
Calculated average cost per head	

Prices and booking ex VAT

CIM Member	£89	EARLY BIRD RATE	
Non Member	£129		
Studying Member	£89		
Student Non Member	£129		
Special Rate			
Fellow			
Chartered Marketer			
Early Bird available until			
VAT included?	No		
Do you wish us to take bookings?	Yes		
Additional Payment Method			
URL Link 1			
URL Text 1			
URL Link 2			
URL Text 2			
URL Link 3			
URL Text 3			
Additional Price Notes	Registration 09:00, this event starts at 09:30		

Support Materials

Contact name	Kirsty Hanna		
Contact number	07714 095120		
Contact email address	kirstyhanna@googlemail.com		
Delivery address	43 Valley Drive		
	Brighton		BN1 5FD
Delegate pack items	Delegate pack items, CPD Certificates, Feedback forms, Badge holders		
Additional notes	Please ensure delegate packs arrive 4 days before the event		