



Web Technologies

Turning Websites into Business Channels

A one-day course: 9.00 am to 6.00 pm. (Lunch and coffee included)

Why Websites Fail

A website can be passive, just another way to convey information, or it can be a powerful tool for business productivity, procurement and marketing.

A badly conceived and executed website won't bring these benefits and will be a cost rather than an investment.

Is it Mostly Technical?

The technical part of a website is only one important aspect. What really matters is that all aspects – content, focus, design, standards-conformance, and technology – combine to ensure the site meets your business needs.

The success of a website is measured by its usage and how well it serves its business purpose.

Is it That Important?

The Web has come in from the cold:

- in Europe people spend more time online than reading newspapers
- many companies, like Nokia, now market through blog sites; Fosters has replaced all TV ads with Web ads
- others are using podcasting to enhance the online service they provide to their customers.

Most companies have websites, and most are ineffectual. They are badly designed and they miss their targets for lack of understanding the audience, the business and the objective. In short, they are a wasted investment and a missed opportunity.

Why? Because business managers with little Web knowledge rely upon technicians with little business knowledge.

Yet Web technologies are opening new business opportunities. Corporate websites provide tracking and transaction information, interactive marketing and blogging, search engines, and social networks.

This module gives business managers a way to understand what their website is capable of and how to turn it into a productive business channel.

A Web of Technology?

A key step is conformity to industry, not proprietary, standards, so that the website is universally accessible to users from any domain (a PC, a mobile phone, a PDA) and using any browser (Internet Explorer, Firefox, etc).

This module goes through the procedures to determine:

- the business requirements and objectives
- the design and the use of appropriate technologies.

A Business Tool

The key to everything is a clear set of business objectives: what is the website designed to achieve? Purchasing, a sales channel, recruitment, hosting sensitive information, sending out alerts, hosting blogs?

Do you know which of these you want to do, and in what order?

Successfully turning a website into a business tool requires an understanding of changes in the way the Web is being used.

A guest speaker and expert in the field of blogs and interactive marketing ('conversations') will use case studies to provide an overview of the new consumer media channels.

He will demonstrate how and why marketers and brands can join these new two-way conversations by engaging their customers in this new media.



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