

Communicators	IABC	Current Website Navigation	Current Website Design	Website Administration	Desired Features	Payments	Advertisers
In communications, crisis management is key	IABC is an international organization for communicators	The website navigation feels messy	Cannot take payments online	Automation of administration is desired	Second level nar bar from saskatoon chapter website is a nice feature	Have to manually process payments and advertising	Want to post job listings
Communications is not marketing	IABC Regina is a large Chapters	Mobile website is not currently sufficient	Limited ways to engage with users	Insufficient documentation for new board members for website	Advertise on career page	Want ability to delegate or automate payments	Want to have sponsorships
	Accreditation is an important part of business	Adobe's Business Catalyst is being shutdown	2-way communication is lacking(between users and site)	Website admin have limited time to run website	Organize website in meaningful way	Big part of income is from advertising job postings	Difficult to understand services offered
	Board member are not technologically focused	Many invalid links	Low quality assets	Data privacy is important	No more duplication		
	The membership association promotes profession	Duplicate links	Misleading date entries(older before newer in events)	No technical support	Simple to use and simple backend		
	Events are an important way to connect with users	Difficult to use on mobile	Wrong tab header titles	Current website is difficult to run	Website should always prioritize user privacy		
	Opportunities to learn and connect with each other (international conferences)	3 levels of navbars	Seemingly dated copy	Can't simply update with requirements change	Unique events contents on career page		
	Members have the opportunity to grow with IABC		Giant blocks of text on some pages		Engage with members		
	Board members are volunteers				Wants a thorough mobile implementation		
					Think about accessibility		