

## Notes -- Customer Check-in Feb 8/10

- The company liked the work that we did. We were able to meet all the expectations of the company that were discussed in the introduction meeting.
- Develop more and stronger connections between local and international IABC.
- Link more between the local and the international site.
- The company would prefer the payment to be on their website and not on others.
- Membership payments are collected through international site
- What they sell is job-ads, sponsorships and local professional development events.
- There is already a hub on the international site for people to post questions or start a discussion forum. This could be an opportunity for connection.
- Navigation on the current site is cumbersome.
- A big issue is dealing with payments manually, it could be streamlined
- A common recurring theme is that they want to have a more streamlined, but still controlled access to administer their site.
- They see IABC members as their Northstar customers.
- Think about accessibility (dark mode and the like)
- Keep it DRY
- Maybe look into social media

