

Tatooines

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Envisioned Opportunity

- The ability for IABC Regina to communicate with its users is limited
- The ability to administer the website is more difficult than desired
- A redesign would better highlight the benefits IABC Regina offers
- It would also allow for easier management of the website and its features

Customers

- The customer outcome we believe is valued most is those that are already current members of IABC Regina
- In the process of helping our northstar customers, we believe that Non-IABC communicators, Non-communicators and company advertisers will benefit from the outcomes as well

Northstar

IABC Regina Member

Carryover

Non-IABC communicators

Non-communicator

Company Advertisers

WordPress Configuration

•Theme

- Astra
 - Great support
 - Compatible with many plugins
 - Lightweight
 - Easily customizable
 - Reasonably priced premium version

•Plugins

- Modern Event Calendar
 - Easy to set up
 - Highly dynamic
 - Great out of the box
- Elementor
 - Robust building options
 - Ease of use
 - Greatly extendable
 - Free version is great

DEMO