What is the **key content** that your website should communicate?

* Reasons behind the code fair
* Information pertaining to the upcoming code fair
* Information from pervious code fairs
* Progression/future outlook from beyond the code fair

What is the **key function** your website should perform?

* Advertise participation in code fair to uni students from CDU
* Advertise to the wider IT community to review student work
* Get secondary school students excited about coding and showing what CDU could do for them
* Give access to code fair history and previous reports
* Allow current students to sign up for coming code fair
* Information about IT industry/sponsors
* Information about the event in media kits for IT Industry and Schools

What will your web visitors **remember** about your site (your brand)?

* Coding is the future
* CDU is the place to go for further coding study’s
* Sense of wonder, “What could I achieve”