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

* Reasons behind the code fair
* Information pertaining to the upcoming code fair
  + Events
  + Awards
  + Speakers / Guests / MC’s
  + Industry Partners
  + Venues, timings, travel suggestions
* Information from previous code fairs
  + Digital record keeping
  + Online solutions
* Progression/ future outlook from beyond the code fair
  + A focus on Pathways for students into the general IT industry
* Testimonials from prior participants
* Advertising for sponsors / event affiliates

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
* CDU Code Fair 2017 is a Pathway to the wider IT community.
* Sense of wonder, “What could I achieve”