

## Think & Feel?

Comms people have a low to mid level understanding of side of websites

Want to maximize efficiency

Ability to sign-up and pay for events on the site

Two-way communication cycle is important as comms is gearing more towards engagement

Careers page is an important section

Link duplicate info to international page

## See?

Slightly uncomfortable with configuration, completely uncomfortable with customization

Have own unique events content

The categories in the navigation are good but maybe need to be re-organized

Doesn't display well on mobile

Jennifer

## Say & Do?

"IABC Regina specific things that we want to share"

"Careers page is significant revenue stream"

"Identify things on int. site and point users in that direction rather than duplicate info"

Work hard to show the breadth that we cover in the discipline

## Hear?

Point of confusion: when to go to which site (Int. VS. Reg.)

CMS that mimic word processing system are easier for comms people to understand

Most users are members and other main ones would be admins posting jobs

## Pain

Handling privacy and security components of accepting payments

Duplicate information between Regina and international site

## Gain

Increase amount of active communication

More efficient processes to save valuable time