




# **IABC REGINA - WEBSITE DEVELOPMENT**

## **MEETING 4 (April 12)**

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# Business Opportunities

- Simpler Navigation
  - Easy Backend
  - 2-way Communication
  - Payment functionality
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# NorthStar and Carryover Customer

## NorthStar Customer:

- IABC Regina members :
  - Student/ Entry level- These users join IABC to add accreditations to their resumes and build connections to find jobs.
  - Medium level- These users are looking for connections to give them exposure to leadership roles and also to maintain their accreditations.
  - Senior/ Professional level- These users are willing to give back to the community by offering their experience and guidance to entry/medium level professionals.
- Organizations who are looking for professionals in communications.
- IABC administrators

## Carryover Customer:

- Communicators who are not a member of IABC.
- People looking to gain information on pursuing communications as a profession.
- Public

# WordPress Configuration

- Google Cloud Instance
- Wordpress version 5.7
- Theme : Astra
- Plugin
  1. Elementor(carousel, accordion...)
  2. Essential add-ons for elementor, Premium addons for Elementor , Happy Elementor Addons - to apply more useful and free blocks.
  3. WPForms Lite: template for building contact us and career post forms
  4. Max upload filesize : to set the size limit of uploaded image
  5. WPvivid Backup Plugin : backup and restore, and can restore to google drive.
  6. WPFront Scroll Top Plugin: Allows the visitor to easily scroll back to the top of the page.

# WordPress Demo

[IABC Regina](#)

## How we can make it better!

- Paid plugins
  - WP Forms - Provides a payment feature. Also gives you the ability to get requests on email.
  - Elementor - Provides many features that are easier to modify.



Q/A

Thank you!

