Phase 2 Web site changes

[www.bcc-preparingforchange.co.uk](http://www.bcc-preparingforchange.co.uk)

By Janet Sackman, 15th December 2009

This document details the changes that are required for Phase 2 of the web site and beyond. The questions asked by Steve Button (SB) have been used as the framework for defining the content of the two “new” pages in Phase 2, with input gathered from BCC and Low Associates.

There are also some changes that need to be made to the current site content, as well as details of the content that is going to need to be updated in the coming months.

# HOME PAGE

## Register here to watch the conference live on web TV

1. Amend “Options coming soon to let you register” to say:

BCC TV

Want to watch the conference live on your computer?

Simply click on the image to learn how.

# Event Information PAGE – Register to Watch Live Video

## Page Copy

BCC TV

[Repeat the graphic from the Home Page]

Want to watch the conference live on your computer? You can sign up here.

Are you:

* An individual Chamber member? Cost £30 {check box}
* Part of the management of a Chamber seeking a group license? Cost £250 {check box}
* A member of the general public? Cost £60 {text box for input} {check box}

Enter your details here:

Name:

Job title:

Organisation name:

Chamber name (if a member):

Address:

Email address:

Password:

Terms and conditions acceptance <<link to Terms and Conditions>> {check box}

[Shopping cart process]

[Confirmation page] Thank you for your order. An email acknowledgement will be sent to you. [generate an email confirmation]

[Steve we will need to have a login facility for people who have registered]

[Steve – do we need a “Test your video stream link” option? Will people need to download a plug-in? If so, can you add text to achieve these?]

[Steve – can you please populate an Excel spreadsheet with the registration information?]

## Payment options

The method accepted is: PayPal

## Funds

Funds are to be directed to BCC using their PayPal account email address: [r.quigley@britishchambers.org.uk](mailto:r.quigley@britishchambers.org.uk)

# THE MEDIA CENTRE PAGE – Sign up

## Page copy

**Welcome to the Media Centre for the British Chambers of Commerce’s 2010 Annual Conference.**

 The BCC’s Media Centre is open 24/7 in the run up to the Conference at BAFTA.

We can provide accurate information and comment to the press and media about anything related to the Annual Conference on March 18th. If you’re wondering how to get media accreditation for the day itself, if you want to bid for an interview with one of our spokespeople, or if you’re just after an update on who the major keynote speakers are, we’re more than happy to help.

Through our Network of Accredited Chambers of Commerce, we can also source business case studies covering every size and every sector.

So if it relates to the world of press and media, you’re in the right place!

## Watch the conference live

To register to watch the conference live on Web TV, follow the instructions to register – click <<here>> [Steve – a link to the Registration routine detailed below] to begin the sign-up process.

Web page: [**http://www.britishchambers.org.uk/press-office**](http://www.britishchambers.org.uk/press-office)

Twitter: **britishchambers**

# Press contacts

**Sam Turvey**Press & Communications Manager  
British Chambers of Commerce   
T: +44 [0]20 7654 5813   
M: +44 [0]7825 746812   
[s.turvey@britishchambers.org.uk](mailto:s.turvey@britishchambers.org.uk)

**Lisa Morrison**  
External Affairs Officer  
British Chambers of Commerce  
T: +44 [0]20 7654 5812  
[l.morrison@britishchambers.org.uk](mailto:l.morrison@britishchambers.org.uk)

# Key spokespeople

To download pictures of spokespeople, click on their names: [Steve I will forward the email with the pictures attached to you separately]

 Neville Reyner CBE DL - President

David Frost - Director General

Adam Marshall – Director of Policy and External Affairs

David Kern - Chief Economist

 Click on this link for a full list: <http://www.britishchambers.org.uk/zones/media/key-spokespeople.html>

## Register to watch the conference live

First Name

Last Name

Representing

Full Address

City

County

Post Code

Telephone

Email

Create your username: [Steve I leave it up to you as to how many characters the minimum should be]

Create your password: [Steve – I leave it up to you as to how many characters this should be]

[Steve: can this information populate an Excel database please]

## Verification process

When someone signs up to the Media Centre, their details should be forwarded to me using the address: [info@bcc-preparingforchange.co.uk](mailto:info@bcc-preparingforchange.co.uk) and I will forward to relevant people in the team (Sam Turvey at BCC, Sally Low & Brendan Bruce of Low Associates. When one of them has vetted the application, I will then approve or rejection the application and their username and password will be activated if approved.

An email will be sent to the registrant with the outcome:

### On success:

“Your registration to the Media Centre of the BCC Preparing for Change Conference 2010 website [www.bcc-preparingforchange.co.uk](http://www.bcc-preparingforchange.co.uk) has been approved.

Here are your login details.

Username:

Password

### On failure:

“Your registration to the Media Centre of the BCC Preparing for Change Conference 2010 website [www.bcc-preparingforchange.co.uk](http://www.bcc-preparingforchange.co.uk) has not been approved.

For more information, please email us on [info@bcc-preparingforchange.co.uk](mailto:info@bcc-preparingforchange.co.uk)

## To whom and the information goes

Information on the people who sign up for the Media Centre should populate an Excel spreadsheet, capturing all of their registration information (other than username and password).

Current changes

1. Could you change the spelling of "Media Center" to the English spelling on this link - <http://www.bcc-preparingforchange.co.uk/?page_id=46>
2. On the Speakers Page - in the Lagarde bio there is a tiny Frenchism: 'crisis' should read 'crises'.
3. Please remove the Churchill quote from these pages:

* The programme
* The venue
* FAQ's
* Media centre

and replace it with each of these:

"Change is not merely necessary to life — it is life." Alvin Toffler

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity. - [Peter Drucker](http://www.brainyquote.com/quotes/quotes/p/peterdruck154441.html)

 Change before you have to. - [Jack Welch](http://www.brainyquote.com/quotes/quotes/j/jackwelch110363.html)

 It is not the strongest of the species that survives. It is the one that is the most adaptable to change. - [Charles Darwin](http://www.brainyquote.com/quotes/quotes/c/charlesdar398645.html)

 Change alone is eternal, perpetual, immortal. - Schopenhauer

Nothing endures but change. - Heraclitus

Additional updates

# Speakers

Please add to the top of the page of Speakers (and also to the slide show on the Home Page):



The Rt Hon Lord Mandelson

**First Secretary of State, Secretary of State for Business, Innovation & Skills, Lord President of the Council**

Peter Mandelson has overall responsibility for the Department for Business, Innovation and Skills and the Privy Council. He also works part of his time in the Cabinet Office as First Secretary of State.

**Biography**

Peter Mandelson was appointed Secretary of State for Business, Innovation and Skills (BIS) following the creation of the new Department on 5 June 2009, when he was also appointed First Secretary of State, and Lord President of the Council.

He was born in 1953, and studied Philosophy, Politics and Economics at St Catherine’s College, Oxford. As a young man he lived in Tanzania for a year, an experience which formed life-long impressions of Africa and the challenges of fighting poverty. A life-long pro-European, he led the British delegation to the first ever meeting of the European Communities Youth Forum in Strasbourg in 1979.

After working as an economist at the Trades Union Congress and as a current affairs TV producer, Peter Mandelson was later appointed Labour Party Director for Campaigns and Communications in 1985.

In 1992 he was elected as member of parliament for the constituency of Hartlepool. He served until his appointment to the European Commission in 2004.

He was appointed to the Cabinet as Secretary of State for Trade and Industry in 1998, where he was responsible for the introduction of the National Minimum Wage and overseeing new measures to strengthen regional development through the creation of Regional Development Agencies. During his tenure, he also published the Government’s Competitiveness White Paper – “Building the Knowledge-Driven Economy”.

In 1999 he was appointed Secretary of State for Northern Ireland. Between 1999 and 2001 he negotiated the creation of Northern Ireland’s power sharing government and the IRA’s announcement that they planned to put their arms beyond use. He also introduced the radical overhaul of the police service in Northern Ireland.

He is honorary Chair of Policy Network, a European and international think tank whose journal and conferences promote the exchange and debate of centre-left policy ideas and European social democratic thinking. He was UK chairman of the UK-Japan 21st Century Group, which brings together leading academics, politicians and business people. He has travelled widely and has lectured throughout Europe, in Asia and the United States.

He was EU Commissioner for Trade from 2004 to 2008 and was appointed Secretary of State for Business, Enterprise & Regulatory Reform on 3 October 2008.

# Adam Marshall’s Blog

*Another week, another star speaker confirmed. We've just had word that Lord Mandelson (HYPERLINK BIO), the Secretary of State for Business, will now be joining the roster of speakers for the Conference. We've now got the most senior business spokespeople from both main parties signed up to speak - meaning that delegates to the Conference will hear competing visions of how to re-balance the UK economy, mend the public finances and allow businesses to drive Britain's future growth.*

*We are currently working to confirm a range of additional speakers, and will be making further announcements over the holiday period and into the New Year. We're already getting a strong response to the first tranche of Conference invitations - and are preparing to send out the next batch of exclusive invites to local and national companies, as well as Whitehall and Westminster stakeholders.*

*Meantime, here's wishing you a very happy holiday season - and a happy New Year. 2010 will bring a lot of political and economic change to the UK - and the BCC Conference is the place to be to understand how they will affect businesses across the country.*

Further changes & updates

Please note that further changes are due to be made to the following pages, when the text is available. Can you please advise what the process will be for getting these on to the website?

1. Director’s Blog – fortnightly updates are due from Adam Marshall.
2. Sponsor details – these are to be provided when they are available.
3. Press releases – these are to be provided when they are available.
4. Press documents – to be provided when available.
5. Speakers – these are to be provided when they are available. We do have one speaker who needs to go the top of the list of Speakers – can this be included now please?
6. The Programme – to be provided when available.