IMS1401 Web-based Information Systems

Case Study

Conference Website

Background

Your client provides conference management services to large corporate organisations and societies. The conferences involve delegates from countries across all continents and provide the attendees with a forum to learn, debate, review technology, listen to expert discussions and participate in case-study presentations and the presentation of the latest research results.

Exhibitors attend the conference to identify and consolidate new business leads and expand their relationships with their existing customer base. In many cases the exhibitors launch new products during the conference but all exhibitors seek to promote their brand and increase the customer awareness of their business offerings.

Clients often run the conference in conjunction with an awards presentation. The awards are advertised prior to the conference and the judging and winner selections are made during the conference and presented at an awards ceremony in conjunction with other conference activities.

Conference attendees’ partners are catered for during the conference schedule by the provision of a partners program that provides social, sporting and educational outings for the partners.

The conference management aims to provide the attendees with useful resources and an ongoing communication mechanism to expand the contacts generated through the conference.

Standard Requirements

A conference website is established for several stages of the conference lifecycle:

a. The startup phase during which the conference is initially promoted to interested presenters, sponsors and exhibitors
b. The marketing phase during which the conference is promoted to attendees and partners

c. The conference duration where the proceedings of the conference, the various sessions and stream details are provided in addition to downloadable conference papers and workshop materials. During this phase conference attendees are encouraged to establish communication channels to discuss issues of interest
d. The post-conference phase where selected resources of the conference are made available to the general public in addition to the ongoing communication resources for the conference attendees.
Your client wishes to investigate the development of a website that can be easily adapted for a number of clients rather than specifically developed for one client. It is envisioned that the site graphics and layout will be easily modified for a new client. Your submission should address this requirement.

**Additional Client Requirements:**

1. The Australian Pipeline Industries Association (APIA) who represent pipeline owners and managers throughout the Asia and Pacific region wish to establish a web presence for their 2005 convention. A preliminary website for the convention has been established at [http://www.apia.net.au/convention.html](http://www.apia.net.au/convention.html). This website provides rudimentary information about the convention but does not offer the functionality required for a successful conference / convention.

2. The existing website provides details about the currently registered conference sponsors, the APIA charter and agencies that are connected with the conference.

3. Attendees should be able to use the conference website throughout the conference to assist with any administration enquiries (eg contact details for staff for either session details or partner programs), conference news and announcements, media releases, resource downloads, links to relevant sponsors or government agencies.

4. Attendees should be able to register through the website but additionally should be able to download registration forms to complete and send through email, FAX or post.

5. Many members of the APIA have slow internet connection speeds as they are located in remote regions and this factor must be taken into account in the design of the conference website.

6. The conference website should provide for media releases throughout the conference lifecycle.