

3 – 4 July 2007, The Press Association, London, UK

## Your Website Relaunch



### Implementing a successful relaunch project

#### CONTENT

Re-launching a website is a complex undertaking, but one that is necessary every couple of years. But how do you ensure that new functions are added in the best way and that you make the site as user-friendly as possible? How do you ensure that the newsroom, sales, distribution and IT are all working to a common objective?

This training course puts you in a position to carry out such a project successfully. The first part deals with modern project processes and the basic tasks of the re-launch. From the planning stage, to the organisation phase, up to the launch, the focus is on the most important project tasks. Participants are shown the best way to plan and control the project, using concrete examples.

In the second part of the course, participants learn how to design a modern website. The emphasis here is on the usability of a site. Modern design options for news sites are investigated and international Best Practices communicated and discussed. Participants learn to conduct simple usability tests themselves.

#### TARGET GROUP

This training session is intended for Product and Project Managers Online and (Senior) Online Editors.

More information and registration at:

[www.ifra.com/training](http://www.ifra.com/training)

#### PROGRAMME

##### Success criteria for news sites

- Presentation and discussion of international 'Best Practices' on news sites

##### Carrying out relaunch projects:

- Modern, iterative project processes and their planning, from putting out to tender to optimisation after the launch
- Project organisation, taking into account the interests in the newsroom, sales, and IT
- Options for action during the course of the project
- Project planning based on a concrete example
- Methods of continual online management after the relaunch
- Useful tools for project management
- Methods of analysis for optimal site design (pre- and post-launch)
- Characteristics of user-friendly navigation structures for news sites
- International 'Best Practices' in the design of news sites
- Forms and possible applications of usability tests
- Conducting simple usability tests on the participant's website





### Matthias Kretschmer

is owner of the Xalmiento web services Internet agency that specialises in publishing houses as well as author of the Print to Internet industry blog. For several years he has acted as a consultant to newspaper publishing companies on online topics. Previous to this, he gained extensive experience designing websites as well as managing online projects for international groups, such as Nokia. In addition, in cooperation with a major German newspaper publishing house, he is at present developing the web-based Desk-Net software for cross-media newsroom management



### Birgit Geiberger

works as Senior Online Art Director with extensive usability experience in the Xalmiento network. As co-organisator of the successful World Usability Day in Hamburg, her focus is on User Centered Design. Recently, she was Online Art Director at Seattle Times and responsible for five websites of the publishing company. Previous to this, she worked for an extended period for leading agencies with customers, such as the Axel Springer publishing corporation and Toyota.

## VENUE

### The Press Association

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 Contact: Tony Johnston on +44.(0)870.837.6471  
 Fax +44.(0)870.837.6472 · tony.johnston@pa-training.co.uk

*N.B: This training course is also offered to Ifra member companies as an in-house event to optimally focus on the individual, strategic priorities of the media house concerned.*

## REGISTRATION FORM

Please copy, fill in and fax or mail to:

Ifra Washingtonplatz 1, 64287 Darmstadt, Germany  
 Fax: +49.6151.733-782 · E-mail: grumann@ifra.com

First Name/s \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

House No./Street \_\_\_\_\_

City/Postal Code \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Day one: 10.00 – 18.00

Day two: 09.00 – 16.00

Client from Trinity Mirror and Ifra Member: EUR 952 + VAT  
 General: EUR 1,120 + VAT  
 “Early Bird” rate: We grant a 15% discount on bookings received up to 5 June 2007.

*Please note: The maximum number of participants will be limited to 10 persons.*

Included in the price are the course fee, documentation, luncheon and beverages during breaks. **Cancellation:** In case of cancellation up to two weeks before the workshop, we will be compelled to charge a 50% administrative fee. In the event of cancellation one week before the workshop, or non-attendance without prior cancellation, the full registration fee will become due. In the event of a cancellation, Ifra is not responsible for non-refundable travel costs arising from the cancellation.

## ACCOMODATION

### The Grange Rochester Hotel\*\*\*\*

69 Vincent Square · London SW1P 2PA  
 Phone: +44 (0)20.78.28.6611  
[www.grangehotels.com/grange\\_rochester\\_hotel](http://www.grangehotels.com/grange_rochester_hotel)  
 Single/Double Ensuite (one person): £115 B&B per room/night  
 Double (two people): £130 B&B per room/night

### Sidney Hotel\*\*\*\*

68-76 Belgrave Road, Victoria · London SW1V 2BP  
 Phone: +44 (0)20.78.34.2738 · [www.sidneyhotel.com](http://www.sidneyhotel.com)  
 Single Ensuite: £65 B&B per room per night  
 Double Ensuite (one person): £75 B&B per room/night  
 Double Ensuite (two people): £85 B&B per room/night

### The Elizabeth Hotel\*\*\*

37 Eccleston Square, Victoria · London SW1V 1PB  
 Phone +44 (0)20.78.28.6812 · [www.elizabethhotel.com](http://www.elizabethhotel.com)  
 Double/Triple Ensuite (one person): £82 B&B per room/night

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## Your Web Relaunch

Payment details: (Please select a method of payment)

Please send me an invoice

Please debit my credit card

1 American Express  2 Visa  3/4 Euro-/Mastercard  5 Diners

Card No. \_\_\_\_\_ valid until \_\_\_\_\_

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Signature \_\_\_\_\_

Name in block capitals \_\_\_\_\_

Please address the invoice to \_\_\_\_\_

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