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## **Inside IAEVG - IAEVGs website renewal**

IAEVGs recently launched a new website to provide its members with an improved user experience. IAEVGs' previous website was built on a custom platform. However, because of accelerated technological changes in over the past years, the site became outdated, caused glitches and prevented from making quick updates based on member feedback.

Based on the assessment of the use ICT of IAEVG, the ICT Strategy work group prepared a description of the required features for a new website. The workgroup also suggested that instead of seeking web designer/web developer (meaning in this context an individual who work with templating services such as WordPress which allow them create e.g. website/content management system), IAEVG should seek an association web services providers (meaning in this context a all-in-one solution that is designed to support the needs of the associations). Board agreed with the suggestions, and when reviewing the technical options, one of the most important factors was that IAEVG wanted to do more than just set up/update the website.

When considering the best options, ICT Strategy work group reviewed the potential providers and compared the software capabilities against the set descriptions of the required features. After comparison and a closer look at provided reviews, test of systems and their functionality was conducted. Work group presented a report with recommendations to IAEVG board to assist in decision-making.

### **New website**

The new website features a new design, improved functionality and easy access optimized for different devices. One of the main goals of the website redesign was to improve the experience for IAEVG members so they could easily access relevant resources throughout the site. The new website gives better access to About IAEVG, Membership, Professional development, Competencies, Events, and the Members section. Amongst the new features, the site contains integrated live feeds from IAEVG twitter. Association uses Twitter to share important news and events for our community. The website is managed by the treasure with support of secretary general and is still in evolution. IAEVG counts on your feedback to enrich its future improvements.

### **Communication strategy**

To fulfilling its overall mission and main objectives through effective communication, IAEVG has prepared a communication strategy with the support of the ICT Strategy working group. The communication work plan outlines the current communication channels and maps each channel's objectives, communication frequency, resources and long-term plans. IAEVG will continuously (annually) set goals for its communications activities and monitor its success in reaching these goals.

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**Post scriptum by Gert van Brussel, President**

In our continuously efforts to develop and improve the services and functionalities of our Association we decided to systematise our communications with members, partners and relevant other parties. The decision was made to develop a Communication Strategy with a focus on ICT and a renewed website.

Jaana Kettunen our eminent member from Finland volunteered to lead a working Group to accomplish this task. She and her group managed to finalise an ambitious and concrete strategy in a short period of time. The new website will play a role as a central hub in our communications and interactions.

The Communication Strategy is also linked to a Marketing and PR plan that will put into motion in the next few months.

I thank Jaana and her Working Group companions: Ilze Jansone, Laurent Matte, Felipe Herrera and Tomas Sprlak very much for their excellent work. And I wish all our IAEVG members a pleasant experience at our new website.