

# Web Outreach

2007 ITS Midwest Fall Meeting

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PRESENTED BY:

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# Outreach Objective

- To increase public and legislature awareness of ITS and its benefits in the region
- Promote the capabilities and expertise of the ITS Midwest member organizations that deliver and manage ITS

# Outreach Elements

- We want ITS Midwest to become the go-to place for ITS information, and our members be the go-to place for ITS expertise and services
- Good *communication & image* technique are important
  - You need to deliver a great message effectively..
  - You need to be perceived well..





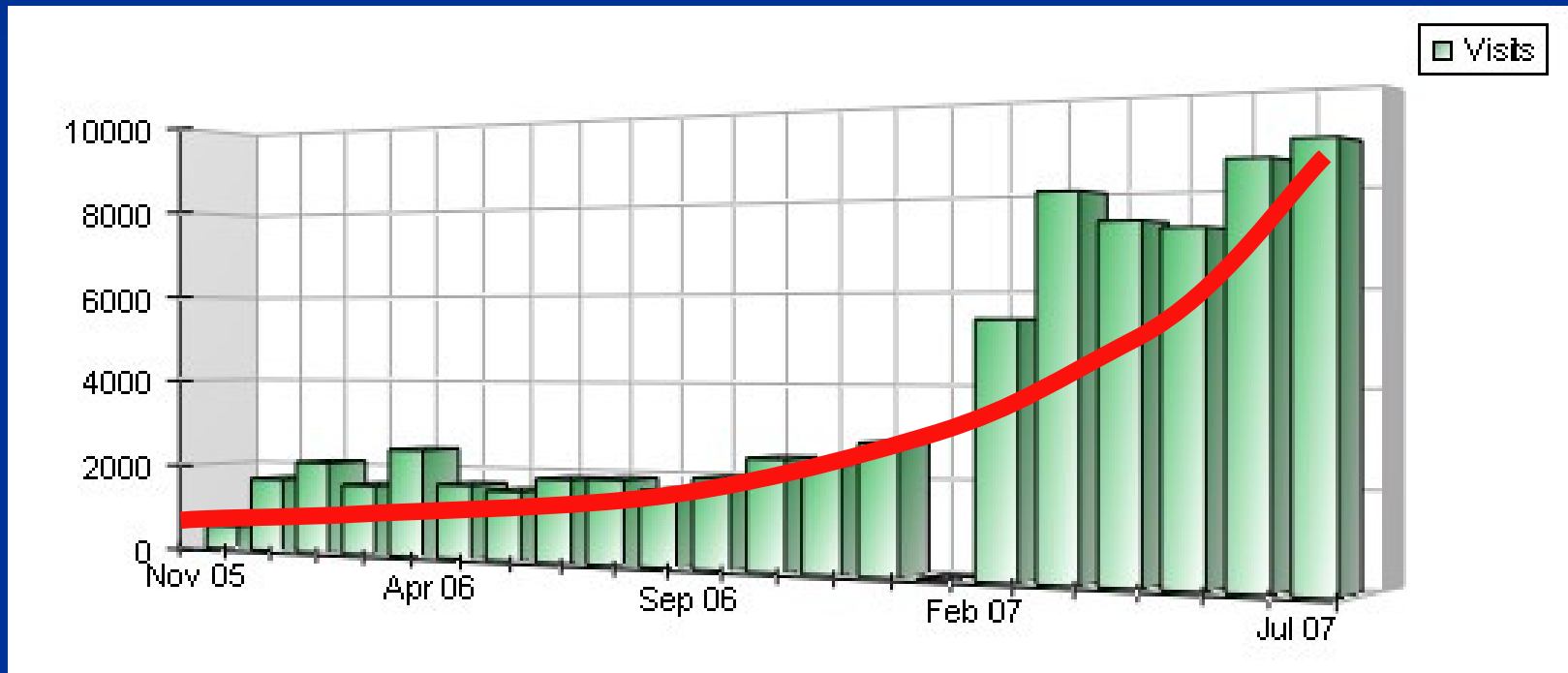
- Our re-designed website was rolled-out in 2006
- Created to support outreach mission
  - inform
  - promote
  - build image
- plus business needs
  - internal communications
  - meeting registration
  - membership, etc.
- A well-constructed website can help an organization communicate and function well
- This is especially important now with our larger and more distributed membership!

# Website Features

- Examples of current functions include
  - full search of online information
  - actively manage news & events (content changes nearly daily) -- send news/events and ideas to [ITSnews@anl.gov](mailto:ITSnews@anl.gov)
  - RSS feeds (notified automatically of new content)
  - online registration support for our meetings
  - online processing of meeting abstracts
  - online surveys
- Fully automating the membership process would be a useful next step
- Web access statistics allow us to measure effectiveness

# Measures of Success

- Traffic has increased steadily since the rollout



# Measures of Success

- 2007 Platinum Hermes Creative Award
- Highest award level from AMCP<sup>1</sup>
- Recognizes the quality of our message and how well we deliver it



<sup>1</sup> Association of Marketing and Communications Professionals

# Branding Concept

- “ITS Here” branding campaign similar to the “Intel Inside” strategy
  - For regional agencies to use on project websites
  - Links back to ITS Midwest webpage geared to ITS publicity
  - Helps create a consistent, pervasive message
  - Leverages a wealth of useful ITS outreach information
  - Chapter members benefit from exposure from strong website traffic



# You can help promote ITS Midwest!

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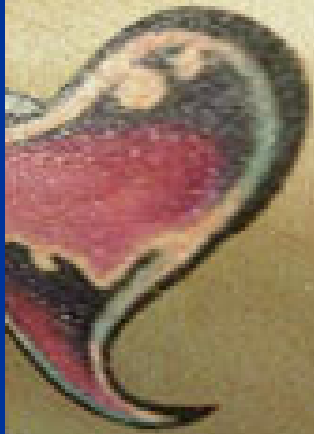
Internet

## ITS Midwest E-Store

We've partnered with Lands' End to bring you a great selection of ITS Midwest branded apparel and gear.

No order minimums through January 2008 on embroidered apparel..

Just don't get carried away!



ITS Midwest



# Contact information:

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