



Moving to Convio CMS

Presented by Scott Williamson
October 22, 2008



Objectives

As an outcome of this session, we will provide you with an understanding of:

- What's involved in moving to Convio CMS
- Your investment in Convio CMS
- Answers to Frequently Asked Questions

Agenda

- Convio's CMS Deployment Approach
- The Client Experience Moving to CMS
- Client Investment in Convio CMS
- Answers to Frequently Asked Questions
- Wrap-up and Next Steps

Convio's CMS Deployment Approach

The Professional Approach

- Uses an industry standard methodology
- Includes four phases and twelve steps
- The best web presences involve all twelve steps
- Skipping steps means tradeoffs of quality



When Convio Works with Design Teams

■ Goals

- ▶ Work together to produce visual and interactive design that achieves client goals
- ▶ Develop designs that can be easily achieved using the core product
- ▶ Produce architecture that maximizes ease-of-use for administrators
- ▶ Meet time and budget constraints

■ Strategy

- ▶ Design team takes on some aspects of deployment
- ▶ Works closely with our team throughout the design and deployment process
- ▶ Represents Convio's implementation steps in your timelines

Convio Support During Design Process

- Evaluate feasibility of initial information architecture and interaction design
- Map wire frames to CMS structures
- Review PSDs to recommend the most effective structure for HTML markup, CSS, JavaScript, and images
- Implement site design using production-ready assets
- Confer with design team regarding final tweaks of these assets

Typical CMS Implementation Process

Kick-Off	<ul style="list-style-type: none">■ Review scope and timeline■ Training on CMS concepts
Technical Specification	<ul style="list-style-type: none">■ Develop technical specs based on design<ul style="list-style-type: none">▶ data structures▶ site map▶ presentation elements
Configuration	<ul style="list-style-type: none">■ Implement information architecture plan■ Optional custom development
Training	<ul style="list-style-type: none">■ Monthly workshops or customized onsite delivery■ 1:1 site walk-through post-configuration
Content Port	<ul style="list-style-type: none">■ Optional, add-on service■ Often done by client team
Launch	<ul style="list-style-type: none">■ Deploy site using your domain name

The Experience Moving to CMS

National Trust: Relationship Pathways

- Provide distinct offers to different audiences

The screenshot shows the homepage of the National Trust for Historic Preservation. At the top, there is a navigation bar with links for ABOUT US, RESOURCES, TAKE ACTION, ISSUES, TRAVEL & SITES, and SUPPORT US. A search bar is also present. Below the navigation bar, there is a large banner image of a historic building with a person standing on a roof. The banner text reads: "Helping people protect, enhance and enjoy the places that matter to them. + Learn More". Below the banner, there is a red-bordered box containing a personalized greeting: "Hi, Peter | Not Peter? | My Account | Logout". Below this, there is a red-bordered box containing a call to action: "Support Our Work All Year Long. Become a Preservation Partner and have your monthly donation go farther. Monthly giving is convenient, secure and more of your gift goes right to our programs. Give Now". Below the call to action, there is a section for "PRESERVATION MAGAZINE" with a featured article: "Revival on Eldridge Street. A landmark New York synagogue comes back strong. End of the Line? The storied East Broad Top may soon be derailed. Online Extra: Bob's Big Boy To Rebuild Illegally Demolished Googie Diner". To the right of the magazine section, there is a section for "LATEST NEWS" with three articles: "Making Choices at Glass House", "Notes from New Orleans: Riverfront Redevelopment", and "Notes from New Orleans: Financing in Question". Below the latest news, there is a section for "HOW YOU CAN HELP" with links for "Join the Trust", "Renew Your Membership", "Make a Donation", "Volunteer", and "Take Action". Below the how you can help section, there is a section for "MEMBERSHIPS" with links for "Forum", "Main Street", "Statewide & Local Partners", and "Individual".

Conditionalized Homepage Promotional Areas, Based on Relationship

Leverages Large Matrix of Scenarios and User Types

Builds upon their successful direct mail program

www.preservationnation.org

National Building Museum

Welcome back, Peter | Logout | My Profile | Change Password

NATIONAL BUILDING MUSEUM

EXHIBITIONS & COLLECTIONS PROGRAMS & LECTURES FAMILIES & KIDS SCHOOLS & EDUCATORS SUPPORT US PLAN YOUR VISIT ABOUT US SHOP

Search:  

NBM News [\(learn more\)](#)

For the Greener Good: World Leader's on Sustainability | September 15, 2008
[Learn More](#)

Green Community: News Release | August 1, 2008
[Learn More](#)

Calendar [\(learn more\)](#)

How Tall to Build? | September 24, 2008
[Learn More](#)

Frieze-aploozza | September 28, 2008
[Learn More](#)

Exhibition Highlights [\(learn more\)](#)

Investigating Where We Live: A New Angle on Northeast
[Learn More](#)

Washington: Symbol and City
[Learn More](#)


Exhibition.
Life Without Leaves



Program.

September 24
DC Builds: How Tall to Build?
[Learn more.](#)

Watch.



Listen.

[Audio Archives](#) | [Video Archives](#)

Annual Fund.

Support the Museum



Museum Shop.

Find that perfect something...



NATIONAL BUILDING MUSEUM | 401 F Street NW Washington, DC 20001 | 202.272.2448 | Red Line Metro, Judiciary Square
Free admission | Hours: Mon - Sat 10 am - 5 pm, Sun 11 am - 5 pm

[exhibitions & collections](#) - [programs & lectures](#) - [families & kids](#) - [schools & educators](#) - [support us](#) - [plan your visit](#) - [about us](#) - [shop](#) - [privacy policy](#) - [site map](#) - [contact](#)

Personalized Homepage

Dynamic News and Events

Rich Media Content

www.nbm.org

UNICEF USA: Acquisition

- UNICEF USA uses premium content to increase acquisition

The screenshot shows the UNICEF USA website interface. At the top, there is a blue header with the UNICEF logo and 'united states fund' text. Navigation tabs include 'Welcome', 'What's New', 'Activities', 'Campus Initiative', 'Events', and 'Resources'. A search bar is located on the right. Below the header, there are three main sections: 'DONATE', 'FIELDNOTES BLOG', and 'UNICEFUSA HOME'. The 'WELCOME, PETER' section is highlighted with a red border and contains a personalized message: 'As a U.S. Fund for UNICEF Volunteer, you are part of a vast network of people across the United States working to make the world a better place for children. Use any of the Featured Resources at right to get started on your volunteer initiatives today. New materials are added regularly, so check back frequently to stay up-to-date!'. The 'FEATURED RESOURCES' section is also highlighted with a red border and lists: 'What's New', 'Activity Toolkits', 'Speaker Resources', 'Events Calendar', 'Tap Project Action Center', 'Trick-or-Treat for UNICEF Action Center', and 'All Volunteer Downloads'. The 'ACTIVITIES' section is divided into four categories: 'ADVOCATE', 'EDUCATE', 'FUNDRAISE', and 'CAMPUS INITIATIVE'. The 'IN THE NEWS' section at the bottom features three news items dated April 8, 2008, April 9, 2008, and April 7, 2008.

UNICEF USA adds value in exchange for registration.

People are encouraged to register by offering special resources and guides for volunteers.

volunteers.unicefusa.org

UN Foundation: Constituent Empowerment

- The People Speak leverages new media and social networking to reach a younger audience

The screenshot displays the homepage of The People Speak.org, an initiative of the United Nations Foundation. The site features a navigation menu with options like HOME, TAKE ACTION, CONTESTS, TOOLS, MULTIMEDIA, and ABOUT US. A search bar is located in the top right. The main content area is divided into several sections:

- Featured Activity:** Includes links for Global Debates, Youth Summit at the UN!, PSA Contest, Report Locally Contest, and Climate Crews.
- BLOG:** A red box highlights a post titled "A Life Or Death Matter" by Guest Blogger Tiffany Chatty, dated April 11, 2008. The post discusses water scarcity in South Africa.
- TPS Communities:** A red box highlights social media links for Facebook and YouTube.
- Send an E-Card:** A section for sending e-cards related to water.
- What Are Water Rights?:** A red box highlights a post by Guest Blogger Casey Blackburn, dated April 9, 2008, discussing water rights.
- TPS Photos:** A red box highlights a link to photos on Flickr.

On the right side of the page, there is a "JOIN TPS NOW" form with fields for E-mail Address and Zip Code, and a "SPREAD THE WORD" button. Below this is a "VIDEO CONTEST" banner with the slogan "got media skills? think globally report locally" and a video player showing a woman reporting live.

Blogs and Comments...
Lots and lots of them

Social Networking:
Facebook
Join Us Over There

Social Media: YouTube &
Flickr
Share Your Media

www.thepeoplespeak.org

Your Investment in Convio CMS

Your Investment in Convio CMS

License Fees

Today, Scales Based On:

- ▶ Number of Sites
- ▶ Volume of Storage
- ▶ Volume of Data Transfer
- ▶ Number of Users

Deployment Services

- ▶ Discovery
- ▶ Solution Design
- ▶ Deployment
- ▶ Training
- ▶ Content Migration

Frequently Asked Questions

Frequently Asked Questions

- How long does it take?
- How much staff time do we need to budget?
- How does my content get moved?
- How much does it cost?

Wrap-up and Next Steps

See us at the Convio Summit

www.convio.com/summit2008

- **Ask Questions at Convio CMS Demonstrations**

Tuesday, November 18, 1:00 – 1:25pm – Demo Lab

Wednesday, November 19, 12:15 – 12:40pm – Demo Lab

- **Attend Sessions that Highlight Convio CMS**

From National Parks to Legal Precedents: How Online Databases Can Strengthen Constituent Engagement

Tuesday, November 18, 3:30 – 4:30pm

Growing Your Web Traffic — Now More Important Than Ever

Tuesday, November 18, 10:15 – 11:15am

Wrap-up and Next Steps

- Contact your Account Manager for more information on Convio CMS:
 - ▶ License Pricing
 - ▶ Deployment Services Proposal
 - ▶ In Depth Demonstration