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

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Agenda

- Convio's CMS Deployment Approach

- The Client Experience Moving to CMS

- Client Investment in Convio CMS

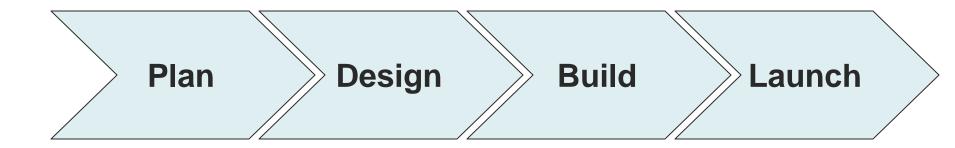- Answers to Frequently Asked Questions

- Wrap-up and Next Steps

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Convio's CMS Deployment Approach

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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

Plan > **Design** > **Build** > **Launch**

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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

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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

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Typical CMS Implementation Process

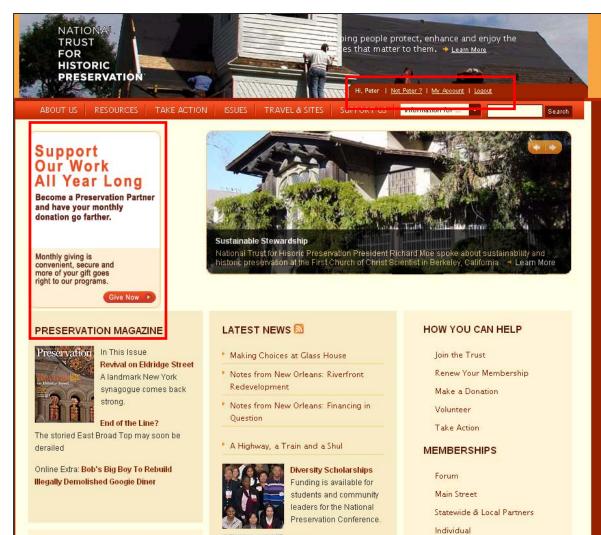|	
Kick-Off	■ Review scope and timeline ■ Training on CMS concepts

Technical Specification	■ Develop technical specs based on design
	  ▶ data structures
	  ▶ site map
	  ▶ presentation elements

Configuration	■ Implement information architecture plan ■ Optional custom development
Training	■ Monthly workshops or customized onsite delivery ■ 1:1 site walk-through post-configuration
Content Port	■ Optional, add-on service ■ Often done by client team
Launch	■ Deploy site using your domain name

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The Experience Moving to CMS

National Trust: Relationship Pathways

■ Provide distinct offers to different audiences

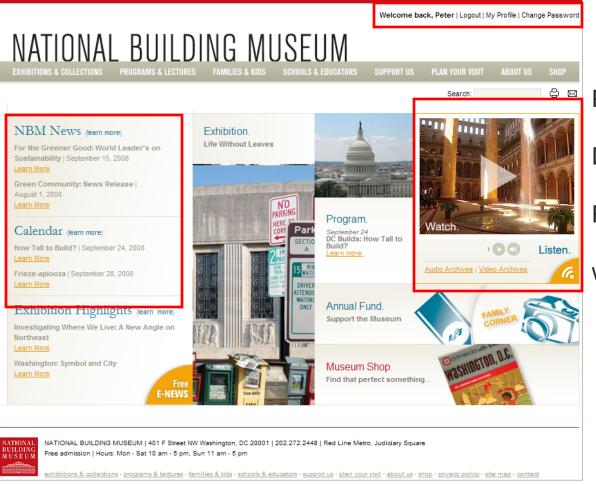Conditionalized Homepage Promotional Areas, Based on Relationship

Leverages Large Matrix of Scenarios and User Types

Builds upon their successful direct mail program

www.preservationnation.org

National Building Museum

Personalized Homepage

Dynamic News and Events

Rich Media Content

www.nbm.org

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UNICEF USA: Acquisition

- UNICEF USA uses premium content to increase acquisition

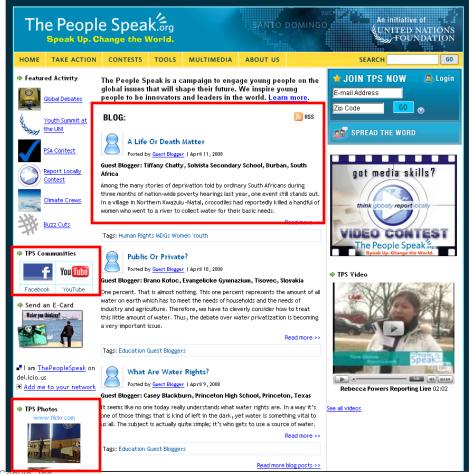UNICEF USA adds value in exchange for registration.

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

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

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Your Investment in Convio CMS

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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

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Frequently Asked Questions

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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?

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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

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Wrap-up and Next Steps

- Contact your Account Manager for more information on Convio CMS:

  ► License Pricing

  ► Deployment Services Proposal

  ► In Depth Demonstration

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