

January Meeting

Principles of Web Content Management

Tuesday, January 20, 2004

Note: Dinner Cost is now \$20

Berwick Manor Party House
(3250 Refugee Road at Winchester Pike)

How Does Your Company Manage Its Web Content?

The greatest cost to an organization is not the development of a web site. The greatest costs are the costs of the maintenance and updating of the site?...or of not maintaining or updating the site!

Tom Anderson, Client Engagement Advisor for Interactive Ink, Inc., will help you learn what is now possible for organizations and "non-technical" people in web content management.

Agenda:

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|----------------|----------------|
| 5:30 - 6:20 pm | Social Time |
| 6:20 - 7:10 pm | Dinner |
| 7:10 - 8:10 pm | Dinner Program |

Menu:

Hot Hors D'oeuvres

Dinner

Tossed Salad with Choice of Dressing
Swiss Steak - Chicken Stir Fry
Buttered Carrots - Broccoli
Whipped Potatoes w/gravy - Wild Rice
Hot Fudge Sundae

Directions:

From I-70 East (from downtown) take State Route 33 south and exit left onto Winchester Pike. From I-70 West (heading towards downtown) take State Route 33 south and exit immediately right on Refugee Road. From either exit turn left (East) on Refugee Road. Berwick Manor (3250 Refugee Road) is on the northeast corner of Refugee Road and Winchester Pike.

Reservations:

The cost of the meal is \$20.00 per person. Reservations are being taken at 294-6078 (6:30 am to 12 midnight). **You can also email your reservations. Send your reservation request to ASU via email at reservations@ASU-columbus.org.** Please place your reservation by 3 pm, of the Friday before the meeting. Cancellations will be accepted until 12:00 noon of the Monday before the meeting. Reservations made, but not attended, will result in monies owed.

This presentation will:

- Provide a list of items to look for when evaluating web content management solutions
- Discuss the challenges and costs of keeping web sites up-to-date
- Include a demonstration of easy web content management

Tom Anderson has over 17 years of experience in business management with the last 13 years in the technology consulting field. Tom's experience includes management in financial, retail, medical office, and retail foods.

Tom managed technical education centers offering courses by Microsoft, Novell, IBM, and Lotus Corporation. Tom has helped clients through web development the last four years working with organizations like The Scotts Company, Capital University Law School, Cardinal Health, and Progress Lighting.

Tom has helped to author and present numerous Interactive Ink seminars including "Web Site Success", "Email Marketing Principles", and "Web Content Management Principles".

Tom attended both The College of Wooster and Otterbein College and holds a BA in Business Administration/Marketing.

