

Design Brief For Sphere Exhibits Corporate Site

Project Overview

To create a new design for an events company's website (sphereexhibits.com.sg)

About the company

Sphere Exhibits is an events company that specializes in organizing and marketing large scale consumer and trade events globally.

Objectives

The new design should help to achieve the following objectives:

- 1) Visitors should be able to easily identify and access the 2 different types of events (i.e. Trade Events and Consumer Events).
- 2) Visitors should be able to easily find events that interest them (e.g. filter by date, trade or consumer, niche [i.e. beauty, retail, F&B, construction, etc.], etc.).
- 3) Visitors should be able to access an event's details page within 2 clicks from entering the site.

Color Theme

There are no strict guidelines on the color theme. It just has to blend naturally with the corporate logo (please see image below).



Target Audience

- 1) Consumers looking for upcoming exhibitions
- 2) B2C companies looking to participate in exhibitions
- 3) B2B companies looking to participate in exhibitions or connect with other businesses

Sitemap

- Home
- About Us
 - Media Releases
 - Associated Companies
 - Gallery
- Calendar
- Consumer Events
 - [Consumer Event #1 Details Page]
 - [Consumer Event #2 Details Page]
 - [Consumer Event #3 Details Page]
 - ...
- Trade Events
 - [Trade Event #1 Details Page]
 - [Trade Event #2 Details Page]
 - [Trade Event #3 Details Page]
 - ...
- Contact Us

Links to include in the main navigation

- 1) About Us
- 2) Calendar
- 3) Consumer Events
- 4) Trade Events
- 5) Contact us

Look and feel

- Corporate & Modern

Pages to design and Features to include

[1. HOME PAGE]

- 1) Clear differentiation and easy access to the 2 different types of events (trade and consumer)
- 2) Featured area to showcase latest 4-5 events
- 3) Quick way to access events calendar
- 4) Clear call-to-action for newsletter signup
- 5) Social media sharing widgets/buttons
- 6) A section for latest news and press releases
- 7) A section for featured testimonials

[2. EVENTS LISTING PAGE]

- 1) List of links to all events
- 2) Logos and/or photos of events
- 3) Filter / tags to find events in a specific category (e.g. food, electronics, building & construction, etc.)

[3. EVENTS DETAILS PAGE]

- 1) Photo strip to showcase event photos / brochure
- 2) A section with event details (Date, Venue, Event Description, etc.)
- 3) Call-to-action button to visit event website
- 4) Call-to-action button to contact event sales team
- 5) E.g. <http://erly.com/user/startupshk/startup-saturday-2011> but with the photo strip permanently extended and of a shorter height. Event details and call-to-action buttons should also be easily seen.