**Website Design - Brief and Strategy**

**Exhibition:**

Australasian Waste & Recycling Expo

**Target Audience:**   
Who are your target audiences for this website? Please list in order of importance.

The site should be designed to engage with and attract those who work in or provide services to the multibillion dollar wastes and recycling industry in the Asia pacific region. These will include Federal & State Governments, City councils, private sector, industry associations and other key bodies, education facilities.

**Current Situation:**   
What are the pros & cons of your current website? (if applicable)

The icons that represent the different industry sectors appear to be well received / remembered.

**Objectives:** What are the goals of the new website? Please list in order of importance eg VP, EP, data collection.

Site should deliver 3 key objectives.

1. Stimulate interest those who work in or provide services to the wastes and recycling industry by providing simple to access, relevant and topical information about the Expo, the Seminars, the Key Features, the sub activities and the key benefits to them.
2. Provide a platform that supports / improves EP by providing a range of interactive components – ie floor plan / video. In addition options for sales enquiries, registration, general feedback
3. Provide a way to highlight / showcase sponsors, show features and other key assets.

**Approach:** How would you like to achieve your objectives? How do you want to be perceived? What are some keywords and phrases that may describe the show/exhibition?

Concentration of W&R industry professionals – Network - key decision makers / key influencers

Waste to Energy – new technology, practical applications - Advanced Waste Treatment (AWT) Or Advanced Conversion Technologies (ACT)

Policies & direction – government / white papers / Carbon

Services, Education and Information

Landfill/Disposal / Trucks, Machinery & Equipment / Bins and Liners

Organics

Hazardous Waste

Avoidance, Re-use & Recycled Products

**References:** What are some competitor websites (local or international)? What functionality or design have you seen that you think are effective? Is the same show run overseas? If so please list the URL.

Visy <http://www.visy.com.au/about/> - I really like the feel of this site

Lunch - <http://www.lunchshow.com.au/> - I like the simplicity of this site

Waste Expo - <http://wasteexpo.com/wasteexpo2012/public/enter.aspx> - this is the largest Expo in sector

**Features:** What are the unique selling points of the show? What makes people want to register/purchase tickets for the show? Or exhibitors want to exhibit at the show?

AWRE is the premier waste and recycling event in the Asia Pacific region and known as place where the industry meets to share innovations, gain knowledge, to network and do business.

* Innovation
* Knowledge transfer
* Industry Networking
* Trade

Key point: need to reflect that 2012 show will attract large numbers of quality visitors from across wide range of the industry – city councils, facilities managers, etc

Key:

**Functionality & Structure:** How do you see users interacting with your website? What are the key areas of the website you need to draw visitors to?

* Seminar Delegate & Visitor Registration
* Exhibitor Prospectus
* Floorplan
* Conference / Seminar content
* Social media + blog

Site visitors will need to feel like they are part of a community.

Site should reflect/display key industry stats & stats from 2011 expo

**Imagery & Design:** Is there a colour scheme we need to adhere to? What look & feel are you going for? What are some keywords that you think may describe that look?

The AWRE logo includes 5 colours which could be incorporated into the design of the site to assist with navigation and / or to differentiate different sections.

Site should be contemporary and reflect the waste / recycle industry (use visy.com.au as a ref)

**Deliverables (Content, Style Guide, Assets):**

**Once this Document is complete please forward to the Digital team.**