

Project Briefing

The business

We are looking for a new website design for a Youth Orchestra; one of the best classical youth orchestras in the county. An orchestra with young people that are very talented. Most of them are destined or are already a student at the conservatory of music. The orchestra attracts young musicians from other orchestras who want to make a next step in their musical career.

The orchestra gives several concerts a year and sells tickets online to finance their activities.

The project

At the moment we have a very old fashioned website. With the new website we would like to get more emphases on selling tickets online, but also to show that the orchestra is attractive for young musicians.

Purposes

The website serves two main purposes:

- Selling tickets for concerts and performances of the orchestra
- Recruiting young musicians to do audition for the orchestra

Selling tickets is the paramount purpose of the website.

Look and feel

- Professional
- Young
- Modern
- Light

Inspiration

www.ovho.nl (strong focus on selling tickets)

<https://www.jeugdorkest.nl/> (strong focus on attracting young musicians)

Requirement

The website will be built in WordPress, since there is experience within the organization to maintain a website in Wordpress

The design should fit an exciting, well maintained, theme. Advice welcome.

The website will be integrated with Civicrm. Civicrm works fine with well-developed themes but some of them give troubles.