

Website Strategy

AMERICAS'
CENTRAL SECURITIES
DEPOSITORIES ASSOCIATION

ACSDA

ASAMBLEA GENERAL

TAMPA | FLORIDA 2010

Website Strategy

Basic Objectives

- Ensure that ACSDA members can rely on the website to:
 - Be easy to navigate
 - Provide accurate and current information in Spanish and English
- Ensure that the website conveys a positive and professional image of ACSDA and its members

Website Strategy

Functional Objectives

- To be an effective tool for communicating with members
 - Upcoming events
 - Material from past events
 - Newsletters etc.
- To provide a comprehensive library of relevant industry publications
- To provide links (inbound and outbound) with relevant industry sites

Website Strategy

Some Things to Consider

- Content administration
- ACSDA “Members Only” site
 - Agendas
 - Minutes
 - Committee Drafts etc.
- Thomas Murray, AGC, and other data
- Subject specific member communications
- New features/capabilities – Wiki, blogs, chat-rooms