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**2013 ACTION TEAM REPORT**

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| **Team Name:** | **ToP Training Website Re-design** |
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| **Team Members:** | **Suzanne Esber, Heidi Kolbe, Marti Roach, Nileen Verbeten, Fara Taylor, Anne Neal**  **Marketing Consultant: Ames & Associates – Linda Ames, Parath Chadha** |
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| **2013 Accomplishments** | |
| **Purpose of project that took place Nov. 2013 – Jan. 2014 – Shift focus from Operations to Marketing**   * **Drive registrants to site** * **Emphasize course benefits** * **Encourage visitors to register** * **Provide platform for 2014 Marketing Strategy** * **Change point-of-view from Registrar/Trainer to prospective registrant** * **Develop a more user friendly and easy-to-navigate site**   **Launched January 9, 2014!!! Take a look - icausa.memberclicks.net**   * **Course registrants and trainers surveyed to learn what they wanted and needed on website** * **Re-designed the look and layout so visually appealing and easier to navigate** * **Re-wrote compelling course descriptions** * **Added video clips and testimonials** * **Show courses by calendar, date and location** * **Developed printable ToP Fact Sheet** * **Added imagery and photos** * **Developed enewsletter format for regular ToP marketing messages** * **Developed a postcard format for professionally looking emails** * **Added ToP Tips/Teasers that market courses** | |
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| **2013 Learnings/ Insights** | |
| * **We needed marketing/web design expertise to accomplish the website re-design** * **This was long overdue; has now met expectations that new website would have marketing focus** * **This was a team effort, drawing on the help of many ToP Network colleagues** * **We had a short time for project; the team rose to the task & worked many hours to launch by Jan** * **As a result of re-writing the course descriptions, trainers and curriculum team realized there is more work to be done and decisions to be made for some of the courses** | |
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| **2014 Anticipations** | |
| **The re-design project is complete. What should take place is the formation of a Marketing Team to carry out the marketing strategy for ToP courses. We also need to assign responsibility for the ongoing updating and refreshing of website: sending enewsletters, developing new ToP Tips/Teasers, changing out photos/images, adding to the library.** | |
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| **Why you want other ToP Network Members to join you in your efforts:** | |
| **The new ToP Training website is the responsibility of all ToP trainers and registrars. This is our ToP Training story and face to the world now. We have the platform to carry out our national marketing strategy.** | |

**Submitted by: Suzanne Esber**