**OBJECTIVES**

- Improve website performance and optimization – traffic acquisition
- Reflect broad perspectives and interest when designing events and communications – event consolidation
- Increase participation of members – member engagement

**PROJECTS**

- **Project 1: IT Platform Refinement**
  - renew hosting, transfer domain
- **Project 2: Multi-Event Management**
  - refine developed event funding
- **Project 3: Digital Marketing**
  - online campaign

**PROJECT 1
PLATFORM REFINEMENT**

**PROJECT 2
MULTI-EVENT MANAGEMENT**

**PROJECT 3
DIGITAL MARKETING**

- **Search Engine Optimization (SEO)**
  - Optimizing the website by promoting the website on the search engine results page.
- **Google AdWords**
  - Buy ad-slot from Google Adwords to boost the website presence in the Google Search Engine.
- **Social Media Marketing**
  - Buy ad-slot from Facebook Ads and LinkedIn Ads to boost the website presence.

**TIMELINE**

- **Project 1**: Apr 2020 (renew web hosting)
  - Nov 2020 (transfer domain)
- **Project 2**: Feb – Apr 2020
- **Project 3**: Aug – Nov 2020