

Experience:

Gay & Lesbian Chamber of Commerce

[Redesign & BuzzWare Integration]

| **eStrategy**

• | **Web Development**

• | **Deployment**

| **Marketing**

Challenge:

The Chicago Area Gay & Lesbian Chamber of Commerce wanted to relaunch their web site with a more modern and professional design. They also wanted to find a way to better manage some of the content on their web site, streamlining the process of adding events and new members. At the time, they had to enter data into their existing internal database, then add it to the web site separately, causing delays and promoting errors.

BuzzBoltMEDIA's Approach:

BuzzBoltMEDIA created a professional interface that separated the web site into information regarding the GL Chamber, information for members and potential members, and a section for visitors and consumers.

BuzzBoltMEDIA utilized BuzzBolt.com's BuzzWare components for member listings and events, enabling the client to make updates whenever they wanted by simply uploading the latest version of the database. Using BuzzBolt's BuzzWare component, BuzzDirectory™, BuzzBoltMEDIA was able to easily integrate the full member listing. By adding custom filter pages for the major categories, visitors could see the list of members within a couple of clicks. Member detail pages enabled a visitor to use their mouse to recommend the member to a friend, click to the member's web site, see a map or get directions, and email the member. Subcategory detail was added as the member's description.

BuzzBoltMEDIA integrated BuzzBolt.com's BuzzEvents™ component to list all upcoming events. Visitors are now able to see a listing of all events in the calendar and click through to see detail of the event. With one click, visitors could download the event information into their Microsoft® Outlook™ or other iCal-compatible PIM/calendaring product. Visitors could also enjoy the other features of BuzzWare: clicking see a map or get driving directions, recommending the event, and clicking through to the event sponsor's web site.



BuzzDirectory



BuzzEvents