

FORWARD CASE STUDY: SUSTAINABLE BUSINESS NETWORK (SBN)

Refreshing Stakeholder Communications Through the Web for SBN

Websites are excellent communication tools. They also pose numerous technical and implementation challenges. Careful decisions need to be made when considering solutions providers, technical outcomes, visual presentation, search engine optimisation, content management, and user interface. A premier organisation for SME's in sustainable business needed a new look and platform. It had to convey a myriad of activities and resources to stakeholders. Forward was brought in to help facilitate a state-of-the-art outcome.

"...good strategists and very effective communicators...gets things done, and done well."

- David Clendon, current New Zealand MP and former Manager, SBN Northern Region

"When training me on how to use our website and send an e-newsletter, they were excellent teachers and extremely patient when trying to explain technical terms to the non-technical. I would recommend them for anything."

- Carolyn Brown, former SBN South Island Coordinator

"Great and efficient! Thanks so much."

- Sarah Munro, SBN Programme Coordinator



Client: Sustainable Business Network (SBN)

Project: Website revamp, e-newsletter production, user guide

Service: Communications + content, stakeholder management, project management

Industry: Non-for-profit, industry group

Challenge: Website revamp, content migration and population, technical interface, user training

Results: Working alongside the operations manager and CEO, Forward helped stakeholders achieve-

- Improved communication, trust, and productivity between technical designers, graphics, and management teams
- Facilitation of site infrastructure and content
- Liaison with five regional offices and staff to ensure inclusion/representation in new site design
- Website design refinement with technical and graphics teams
- Design of e-newsletter, consolidation and uploading of associated databases
- Documentation of site and production of training materials
- Individualized website technology training sessions with key management personnel
- Troubleshooting difficulties and system glitches

For more information, visit:

Sustainable Business Network
www.sustainable.org.nz

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Situation

The website project had been in the works and with tight timings and funding deadlines. A bridge between website development team, graphic designers, and management needed to be formed.

Challenge

Getting stakeholders on the same page to complete the website was the priority. It required level-headed communication and careful liaison between all parties, as well as technical savvy to complete the technical outcomes of the project.

Solution

Forward became an impartial interface working with all parties. We took the lead to get the [website](#) project launched on time, and also managed the e-newsletters until a new communications manager was brought on board. The entire site was documented in a helpful guide to ensure users could update content and routinely manage the site and send newsletters.

Evaluation

Through Forward's involvement, the new SBN web platform launched on time to meet the funding deadlines. It has since been successfully managed, updated, and expanded upon.

