

Youth Baltic Business Forum

Website overview

Presentation structure

1. Why would Youth Baltic Business Forum have a site?
2. What functions will the site contain?
3. What questions will the site answer?
4. Benefits for everyone

Why Should Youth Baltic Business Forum Have A Site?

A Good Website Would Allow:

1. To inspire participants to attend the event by telling more about perspectives and benefits in a clear format
2. To market the event more effectively via search engineering (Google AdWords)
3. To establish a strong social media integration
4. To simplify registration and feedback (integrated online payment is possible)
5. To introduce speakers and partners and ENEIA team

What functions will the site contain?

YBBF site will bring together all the information in a way that would inspire to attend the Forum

Home

Register

About Organizers

Partners

Forum in photos

Contact

- Contact Information
- ENEIA Team Page
- Brand Visual Information
- Price Rates
- Testimonials
- Calendar
- Photo Gallery
- Registration Form
- Feedback Form
- Language Switch
- Press Releases
- Frequently Asked Questions

What questions will the site answer?

Purpose

What is the purpose of the Forum?

Introduction

What background information do participants need about the purpose of the forum? How will the forum proceed? What are the Forum's specific goals, tasks and intended outcomes?

Topics for discussion

What are the important topics for this Forum? What new information needs to be presented or solicited? What previously discussed information needs to be reviewed? How much time should be devoted to each topic?

Forum roles

Who is the best person to present information on each topic? Who will be the forum's chairperson, discussion leaders and recorders?

Facilitating the discussions

How should the discussion be structured? What participation techniques might be appropriate? What specific questions can be asked to stimulate and guide the discussion?

Follow-up

What follow-up activities will likely result from the Forum? Who should be responsible for each activity? What is a reasonable schedule for accomplishing each follow-up activity?

Benefits for everyone

- **Participants** will have an easy access to all the necessary information about the Forum as well as the possibility to stay in touch with the organizers
- **Partners'** logos will be included on every page of the site, so that it will serve as an additional advertisement
- **Host organization** will have more presentable appearance, will get more participants via web instruments, will become more recognized and popular having strong social media integration

