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NET OUTCOMES™ WORKSHOP

Who needs the Net Outcomes™ Workshop?

- Marketing Managers
- CTOs CIOs
- Entrepreneurs
- IT Consultants
- Webmasters
- Content Managers

When should I run a workshop?

- Planning new online project
- Redesigning existing website
- Investigating online opportunities
- Developing Internet, Intranet, Extranet and Web Applications



James Horne,
BE(Hons), MBA
Director of
Internet Architecture
Pty Ltd

"I've been working in the online world for 8 years and decided that a simple and practical model for managing and delivering net projects was required.

Too often, IT projects are managed by the individual and not the group. The Net Outcomes model seeks collaborative input from all the internal and external stakeholders. Input from the business, sales and marketing, and technical resources teams are critical to deliver a measurable outcome for the project.

Too often, individuals within organisations measure their deliverables via outputs, whether it be number of web pages, number of visitors, legal compliance, or delivery of style guidelines, as opposed to seeing where the key organisational outcomes have been delivered - such as increased profits, decreased costs, increased customer satisfaction."

– James Horne

Do you know how to deliver real outcomes from your online project?

Do you know :

- Which project management methodology to use?
- What legal and privacy and copyright issues are relevant?
- When to use a style guide?
- How to measure the performance of your website?
- Whether to go inhouse or outsource?
- What your competitors are doing?
- What's more important: functionality or usability?
- Who your online target audience is?
- How to integrate your online environment with your offline environment?
- How to integrate your online requirements with your existing IT systems and applications?
- How to plan for business continuity and security of your applications?

If not, you need to do a Net Outcomes™ Workshop.

Interested? Please contact us:

Internet Architecture Pty Ltd

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NET OUTCOMES™ WORKSHOP

Existing Clients

- Australian Multicultural Education Service
- BioMelbourne Network
- Channel 9 Adelaide
- Danish Cultural Ministry
- eMedical
- Melbourne Docklands
- Robert Brown and Co. Accountants
- Victorian College of the Arts
- VicRoads
- Young and Rubicam

Buzzwords

- Accessibility
- B2B
- B2C
- CMS
- CSS
- HTML
- HTTP
- Open Source
- P2P
- PNG
- ROI
- RSS
- Style Guide
- Usability
- XHTML
- XML

Details

The Net Outcomes™ Workshop typically involves two and a half days of consulting work which includes preparation and research, workshop, analysis and reporting.

Outcomes

You come away from the exercise with a “Net Outcomes Action Plan” that outlines existing and potential issues and recommended actions for designers, developers, marketers, project managers and network engineers.

Venue

We hold the workshop in a facility or meeting room equipped with a digital projector and printing whiteboard. We have found that a morning start is the most effective.

Cost

The cost depends on the size and scale of the development. Call Internet Architecture on +61(0)3 9481 4499 to check availability and costing.

Sample Workshop Agenda

7:30am START

Breakfast, coffee, introductions

8:00am OVERVIEW / EDUCATION

Online project trends around Australia, explanation of the Net Outcomes™ approach

9:00am DESIGN – YOUR PROJECT

Net Outcomes Audit, check compliance with guidelines & best practice internationally

10:00am WORKSHOP – YOUR PROJECT

Brainstorm opportunities, issues, action plan

11:00am CLOSE

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