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O₃ INTERNET CONSULTING Case Study

Creating a New World

Creating a New World is a diverse group of women dedicated to changing the world! Their first project brought noted author, speaker and thought leader Jan Phillips to their city for a seminar and retreat based on Jan's book, *The art of Original Thinking: the Making of a Thought Leader*.

CNW wanted the website to provide:

- More detailed information about the event and about their speaker, Jan Phillips.
- Links to download the Registration Form and the Poster for electronic distribution.
- Information on group members.
- A venue to promote potential future events and other inspirational resources.

With a limited budget, the group put together a grass-roots publicity campaign to promote the event with a brochure, a poster and the website as the foundation.

Although the group's origin was rooted in a single event, discussion resulted in a decision to create a website for the group, for the first event and for possible future events. The website's organization evolved from these goals.

The website design and colors are based on the brochure design, which uses "dots" from Jan's phrase *Connecting the Dots*. The result is an upbeat, colorful design with a simple layout that will be easy to update with after-event photos and for future events.



www.CreatingANewWorldNow.org

Getting the word out as quickly as possible was important to generate excitement and promote early registration for the event. The new website was created in record time in only 25 days from the first planning meeting. The launch was coordinated with the finalization of the Registration Form so registrations could be accepted immediately.

The fast implementation is a credit to the women of the group, who have a get-it-done perspective that integrates business, art, spirituality, the environment and

Creating a New World.



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