

## REVIEW

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### Professional Development Seminar: Successful Management of Web Site Projects

The project is overdue. It is way over budget. No-one registered a domain name. The client wants to change the headline font (and guess what the headlines are all jpegs!). The Web site looks totally different on different browsers. The client is frustrated ...

No doubt you have encountered some of these problems in the process of developing a Web

client's team knows what's going on, especially if key players leave before the process is complete. Another key benefit is that you have a plan to follow to make sure all gets done on time and on budget! And, the client has more reason to be confident because you are well prepared. Finally, there is a record of the process created that you can refer back to as needed.

One thing that might have surprised many seminar attendees was that David recommended several steps that should take place before the writing of the estimate. How many of us have got caught with a project that quickly consumes our budget because we did not anticipate its scope? David described a nine-step plan to help ensure that all bases are covered. From developing strategy to asking key technical questions at the outset, the plan takes you through a careful analysis of all aspects of the project.

Checklists are critical. Get signed approvals every step of the way. Define the content. Develop site navigational plans. Define file naming conventions. Decide who is doing what in your plan. Are there any additional functional specifications required? Check everything. Be exhaustive. Ask more questions! Then, when all the information is collected, do your estimate.

Ok, you're asking: What about the design?...That comes after estimate approval. Make sure the design meets the limitations set out in the technical checklists. Does it meet the strategic objectives? Have your peers to review it. Get sign-offs at every stage.

When the design is finally done (and signed-off), production is the last step. Develop common templates and get approval before replicating them on other pages. Do quality control and assurance by making sure templates conform to previously developed checklists. Once the site is live, give your client an orientation session on how to maintain the site.

I highly recommend this seminar to those who are looking for clear direction on the management of Web projects. The final outcome: a happy client, a successful project, better project management and less stress all round. Thanks David Berman, for a great recipe for success.

*GDC wishes to thank Corel Corp. for sponsorship of this event. GDC hopes to have David Berman return for a sequel to the Web Management Seminar.*



site for your client. Although we are all pretty familiar with the net and most of us have developed Web sites for our clients, some of us are asking ourselves why it is all so complicated? Producing for print was easy compared to this! Where to go from here?

The missing ingredient that we have been needing is the management and planning of Web site projects. A few of us in Victoria were lucky enough to attend the GDC Professional Development Seminar by David Berman R.G.D., FGDC, on "Successful Management of Web Projects" on November 29. Formerly one of the principals at Herrera Berman Communications Ltd. in Ottawa, and National Vice-President of Ethics of the GDC, David now tours the country giving seminars addressing project management issues that concern the Web. Seminar attendees come away with a knowledge of a comprehensive step-by-step process resulting in quality control, quality assurance and delivery of Web projects on time and on budget.

Hopefully we all take care to plan our print projects. Managing a Web site project is a more complicated process, and requires additional care. A problem anticipated early on can potentially save hundreds or thousands of dollars! One of the key benefits of developing a set process is that everyone on your team and your

*I have been touring doing one-day seminars for almost a year now. The quality of event promotion I witnessed in Victoria was unprecedented... Other chapters could and should learn from the impressive approach the Vancouver Island chapter takes to event promotion, especially in terms of timing and use of public relations avenues.*

*– David Berman*