

Distinctly Birmingham

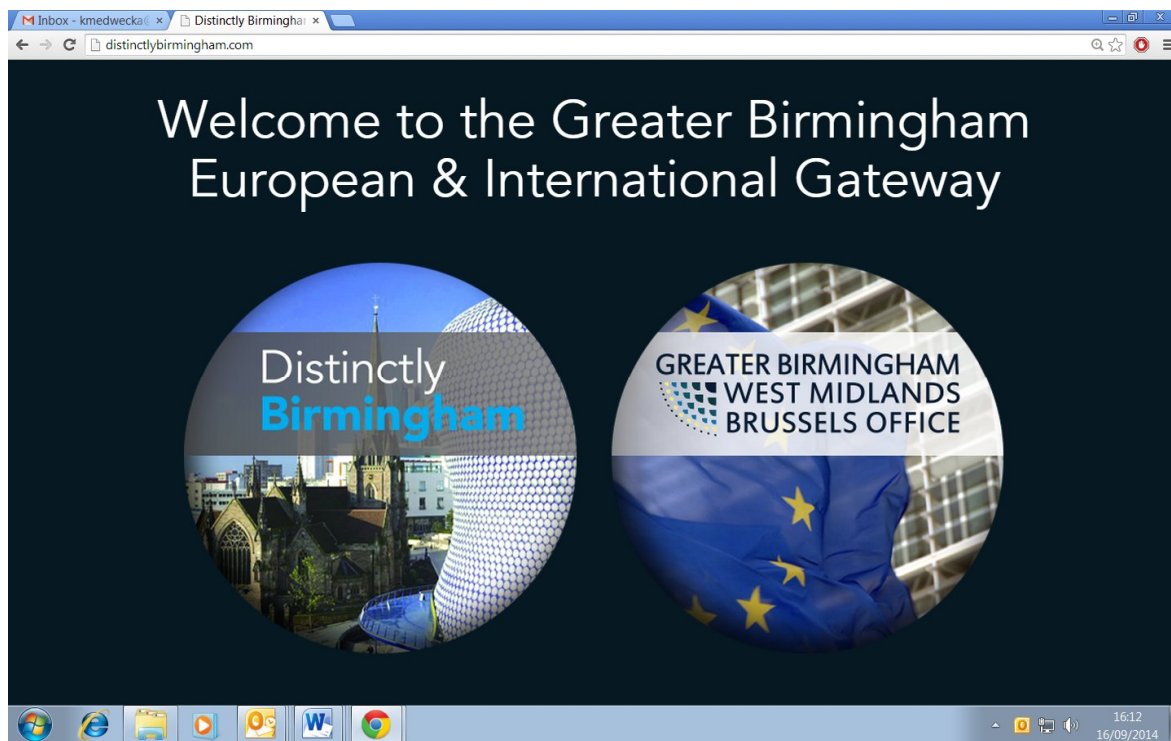
EUROPEAN ASSOCIATION STEERING GROUP MEETING

AGENDA ITEM 6.B.

Update on Distinctly Birmingham website

INTRODUCTION

www.distinctlybirmingham.com

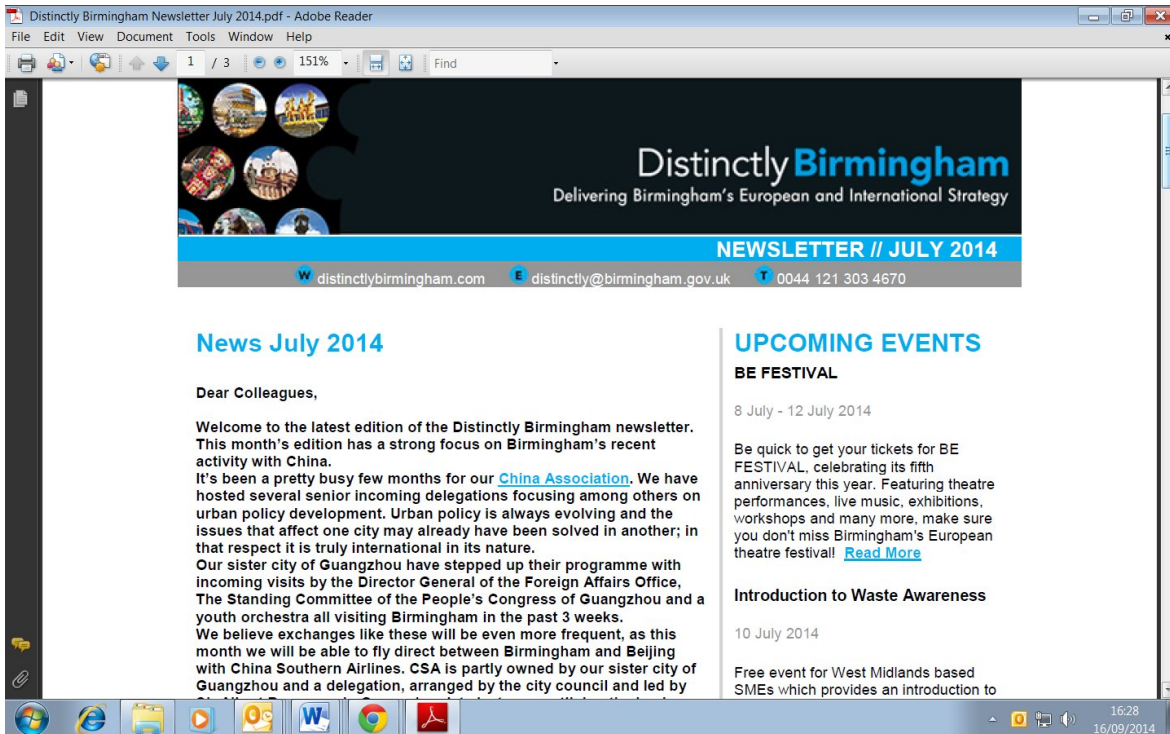


After its launch in March 2014, the website has become increasingly attractive to visitors. In May this year, we've launched a corresponding Twitter account @DistinctlyBham which almost instantly tripled the traffic. Through the Twitter account, currently followed by over a hundred of users, the website attracts up to 3,270 visitors weekly and the number is still growing. In the period of 17th August – 16 September 2014, we have recorded **3,928 visitors** (unique hits). We are expecting an increased traffic this autumn after the quiet summer period.



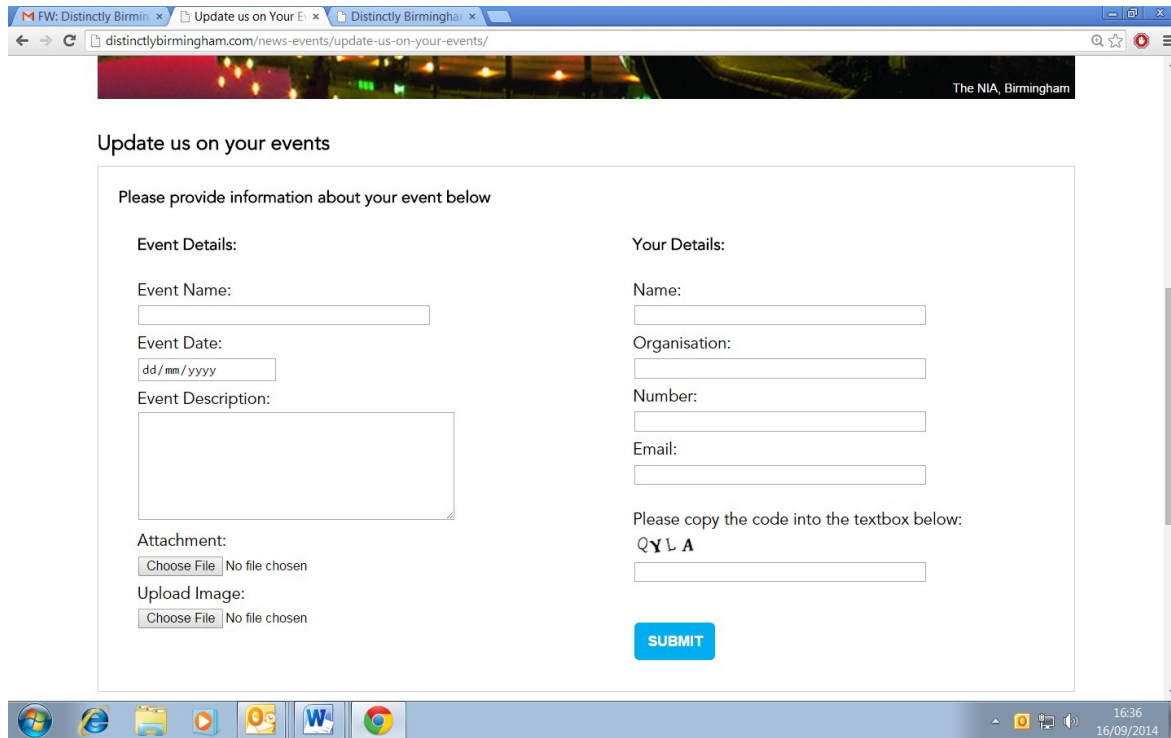
Newsletter:

Newsletter comes out every two months and it's a summary of recent articles on the website with a foreword drawing readers' attention to the most important news.



Update us on your events:

All partners are welcome to submit an article or promote an event on the website with just one click:



The screenshot shows a web browser window with the URL `distinctlybirmingham.com/news-events/update-us-on-your-events/`. The page has a header with the text 'The NIA, Birmingham'. The main content area is titled 'Update us on your events' and contains a form with the following sections:

- Event Details:**
 - Event Name:
 - Event Date:
 - Event Description:
 - Attachment: No file chosen
 - Upload Image: No file chosen
- Your Details:**
 - Name:
 - Organisation:
 - Number:
 - Email:
 - Please copy the code into the textbox below:
QYL A

A blue 'SUBMIT' button is located at the bottom right of the form.

Future developments:

We are currently working on the new appearance of the website to make its home page more visually attractive. We are also adding on a new page 'Education', which we hope will help with our work with schools. This page will include the following features:

1. Events for schools, i.e. workshops on funding available for schools (Erasmus)
2. Partners search – helping schools to work with international partners
3. News and case studies – a space where schools can showcase their successful international projects
4. Education library – with documents like the German Market Info Pack for schools

