

ATTACHMENT : POWER POINT PRESENTATION TEXT

Discussion in Riga

- **EVTA Website**
 - Dated, not attractive and functional
 - No interaction
 - Improve links
 - More than organisational content
 - Information on singing
 - A more colourful, eye-catching site, please!
- **National Web presence:**
 - Smaller countries = limited possibilities
 - Amateur solutions
 - Renewal is expensive
 - Invest in professional service
 - Generational problem
 - Modern Web presence can awaken interest
- **Website and internet goals**
 - Adequate sites – including EVTA!
 - Use new technical possibilities
 - Develop website content
 - Improve EVTA/National websites integration
- **On the agenda for EVTA Council 2011-10-01**
 - Content management and rights
 - Costs
 - Long-term technical support
 - Training webmasters
 - Financing: How do we divide the costs between participating organisations?
- **Current status**
 - Consensus to proceed
 - Council meeting Riga 2010
 - Website session in Hamburg January 2011
 - EVTA decision to proceed with CMS solution
 - Decision to use TYPO3 CMS and q-wert.net
- **Current status 2: Which national associations will participate?**

YES	UNDECIDED	NO	NO ANSWER
France	Germany	Iceland	Poland
Finland	Norway	Italy	Netherlands
EVTA-CH		Spain	Hungary
Croatia		EVTA-Austria	United Kingdom
Slovenia			Sweden
Latvia			

- **Website development**
 - Common server for EVTA and all members
 - CMS – Content Management System
 - Dynamic websites
 - Easy access & maintenance – Browser-based system
 - Extensive data exchange possible: e.g. articles, videos, newsletters, private social network, discussion forums
 - 3 levels of access
 - public homepage, CMS or HTML
 - Protected space for member associations, CMS or FTP access
 - „Back office“ access over browser for webmasters, editors
- **Advantages**
 - National sites
 - Could be transferred as they are to a common server
 - Could use a common template now or later
 - Great benefit by showing international affiliation
 - Common EVTA Web presence
 - Balance between national and corporate identity
 - Technical modernization and standardization
 - New eVTA website
 - Economical: 1 server costs less than 18 do
 - CMS software, some templates and tools are FREE!
 - Accessible archive for historical documents
- **New technical possibilities**
 - Software allowing
 - Multimedia content: (Links to--)
 - Videos = YouTube channels
 - Photos = Picasa, Photobucket, etc.
 - Automatic messages: RSS Feeds, Newsletter, Blog, Google Calendar
 - Accessible literature and information
 - Archives = Cloud services/Google docs
- **Breakdown of costs**
 - CMS software, templates and tools: free
 - Design 1. EVTA & 2. Media Client Templates
 - Technical set-up of CMS software with the host
 - Buying server capacity and domain names
 - Technical training for webmasters
- **Cost: CMS, Templates and Tools**
 - CMS software, templates and tools: free
 - TYPO3 CMS: www.typo3.org
www.typo3.com
 - Current version will be supported for 3 years
 - Templates: free or €€ = online, websites
 - Free tools: Google (Docs, Calendar, Picasa, etc.)
Scribd, File-sharing, YouTube, Twitter, Wikis, Blogs, Social Networks
- **Cost: Design 1 EVTA Website:**
 - **Offer Nr. 1505** from **q-wert.net**

1. Webdesign: Development EVTA Website using current Corporate Identity / Sprigade Logo & Graphics	1.200,00 €
2. Add/Edit/Hide/Move all pages in EVTA Website Adjustment integration external content from Facebook, Twitter, Tumblr or YouTube, etc.	4.560,00 €
3. Create text and rich contents, dynamic file lists, Multilingual, News Syndicate Module Upload and manage files on server and website	
4. One day Workshop „How to work with TYPO3 for EVTA“	380,00 €
SUMTotal incl. – VAT	7.306,60 €

- **Cost: Design 2: Media Client Templates**

- Offer one-time fee TYPO3-CMS „Member Asso. Page Extension“
- Offer Nr. 1505 from q-wert.net **incl VAT 1.356,80€**
 User/ Group Management
 Define news dynamic template „Member Asso. Page Extension“
 Fully customizable „Member Asso. Page“ contents
 Fully customizable Submenu structure within „Member Asso. Page“

Cost of Template using EVTA webpage structure :
The more associations participate the less the cost is for each member association who wishes to buy a template.

- **Costs: Set-Up of CMS Hosting**

1. Basic Hosting including 2 EVTA client sites incl VAT 46,41€
2. EVTA Client Site Hosting (CSH)
 - i. Separate TYPO3 installations, or
 - ii. HTML Website with dedicated Webpace and FTP Access

One-time set-up fee incl. VAT 58.31€
 Monthly hosting costs incl. VAT 10,71€

- **Costs: Server and domain names**

- Buying server capacity and domain names
- **Premium Service: Option 1** (TAPO3 – new, updated site)
 - Right navigation link to Home Page on EVTA Home Page
 - Piggy-back on EVTA TAPO3 CMS Installation
 - No separate CMS TYPO3 Installation
 - Template use, separate Admin & Back Office access, limited e-mail service, individ content, control, etc.
 - One-time set-up fee: 58,31€
 - Monthly hosting contribution 5,00€ and up

- **Costs: Server & Domain Names**

- **Standard Service: Option 2** (keep current website)
 - Or internal re-routing to current website via link
 - No CMS Installation (Keep current website)
 - Keep current Domain Name provider in country
 - No E-mail service (rerouting to Googlemail, e.g.)
 - No set-up fee/ no monthly hosting costs
- Domain Names
 - Keep current Domain Name provider (same yearly fee as now)
 - Or change to q-wert.net: one time fee plus yearly fee

- **Costs: Server & Domain Names**

- **Standard service: Option 3** (keep current site/change hosting service)
- Transfer current website from current Webhost to q-wert.net as Webhosting service
- Keep current website (HTML NO TYPO3 installation)
- Use FTP Admin accesss for updating website
- Either keep own Domain Name registrar in country, OR transfer Domain Name registration to q-wert-net.
- One time set-up fee 58,31€ /10,71€ monthly hosting costs/Domain Name Transfer fee 19€ + yearly domain name service fee, ca. 12 – 15€

- **Costs: Technical Training**
 - Technical training for webmasters
 - 452,20 € incl. VAT - One Day Training TYPO3 in Germany (In Person Training)
 - 4 Hours/ plus Travel costs for Trainer: Deutsche Bahn 2. Klasse
 - q-wert.net / Stefan Dissmer
 - 452,20 € incl. VAT - One Day Training / Online Internet Training TYPO3
 - 4 Hours / q-wert.net / Stefan Dissmer
 - 107,00 € incl. VAT - One Hour Training or Consultation TYPO 3 per Internet
 - q-wert.net / Stefan Dissmer
 - no cost TYPO 3 Training Videos at website www.typo3.org or on YouTube

- **Financing**
 - **EVTA Website 7,306,66 € costs incl. VAT**
To be paid from LEO II Partners Pool and contributions from national organizations
 - **EVTA member Template: 1,356,60 € incl. VAT**
Cost divided between France, Finland, possibly Netherlands, Denmark & others
 - **Webhosting q-wert.net:**
58,31 € one time set-up fee + 10,71 € monthly fee
costs to be divided among all EVTA users.

- **Timeline**
 - June 1, 2011 Decision national associations:
 - Sept. 17, 2011 Decision Members Client/ Templates:
 - Sept. 17, 2011 Funding –division among participants:
 - Oct. 10, 2011 50% payment- Members Clients/ Templates
 - End Nov. 2011 Content / Design / Testing
 - Dec. 5, 2011 Corrections
 - Dec. 16, 2011 EVTA Website launch
 - Dec. 16, 2011 Final Payments EVTA Website
 - Dec. 16, 2011 Final Payments Members Clients/
 Templates

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