

Responding to Change (IWMW11)

Posted: Friday 5th August 2011

Blog: [Web support blog \(/websupport/blog\)](#)

The Institutional Web Management Workshop is an annual event for web professionals at universities and related bodies. This year the event was held at the University of Reading and as usual there was a good mix of IT professionals, marketing experts, developers, managers and social media specialists.

The theme for the two day event was "Responding to Change" and although we've already had a lot of change recently at the University and in the sector there is no doubt a lot more to come. One of our key strengths highlighted from attending the event was cross-University communication. Whereas at many other universities the marketing and IT people don't speak and "the centre" doesn't talk to the colleges/faculties I think we've improved greatly in this area. This can only improve the visitor experience on our website.

[IWMW 2011 Blog \(http://iwmw.ukoln.ac.uk/blog/2011/\)](http://iwmw.ukoln.ac.uk/blog/2011/)

[Slides from IWMW2011 \(http://www.slideshare.net/event/iwmw2011/slideshows\)](http://www.slideshare.net/event/iwmw2011/slideshows)

Feedback

Add Your Feedback

Name (optional)

Email (optional)

Url (optional)

Comments (optional)

Submit Comment

