

ASSOCIATION FOR IRON & STEEL TECHNOLOGY

Winner of the 2014 Web Marketing Association's WebAward

Background and Challenges

Having 16,500 members from more than 70 countries, AIST represents an incomparable network of steel industry knowledge and expertise. With geographically dispersed chapters and members, AIST needed to:

- > Build a more responsive, intuitive, and engaging website that would allow it to successfully connect with remote constituents worldwide;
- > Consolidate, modernize, and enhance the multiple microsities that lacked a common theme; and
- > Replace its custom-built Steel News database, where the file transfer protocol (FTP) process was making it difficult for staff to manage and update the website.

Solutions

ATS collaborated closely with AIST to develop and implement a mobile-friendly website with an effective content strategy, which covered:

- > A full discovery and information architecture process, including content classification and prioritization;
- > User experience (UX) and user interface (UI) design with an emphasis on usability;
- > Kentico content management system (CMS) implementation and training;
- > Integration with iMIS association management system (AMS) and other systems that AIST had in place; and
- > Ongoing website support.



Results

- > The new responsive website boasts of a professional, clean, and user-friendly design, further advancing AIST's brand image and reputation;
- > Mobile users can now access and search the website quickly and easily.
- > AIST's staff can update content in only one-sixth of the time it used to take them to work with the previous FTP database.
- > AIST members have also reported-in with positive reviews of the new look, structure, and responsiveness.

"The primary objective for creating our new website was to provide an effective marketing platform for AIST and to create an online presence that faithfully represents our association's unique value to the global steel industry. This award tells me our team did a great job fulfilling this objective, and I commend the hard work and dedication of AIST members, staff and ATS to continually exceed expectations."

- Ronald Ashburn, Executive Director, AIST

Service:

Web Design & Development

Industry:

Association

Solution Highlights:

- Full Discovery & Information Architecture
- Content Strategy
- Mobile, Responsive Design
- CMS/AMS Implementation & Integration

Technologies Used:

- Kentico CMS
- ASI's iMIS AMS
- Micronexx Library

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