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Business and Professional Women- Amman (BPW-A) Website Brief

FINAL REPORT

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Business and Professional Women- Amman (BPW-A) Website Brief

FINAL REPORT

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BUSINESS AND PROFESSIONAL WOMEN- AMMAN (BPW-A) WEBSITE BRIEF

In a continuous effort to aid in the development of Jordan and its communities, the United States Agency for International Development (USAID) has supported the launch of the Business and Professional Women- Amman (BPW-A), an association of dedicated female professionals with the goal of increasing women's economic participation in Jordan.

In accordance with that, The USAID Economic Development Program (SABEQ) has supported the design and development of the BPW-A portal using the Content Management System. This feature enables BPW-A staff to change the entire website contents and images at anytime they want. Using a user-friendly admin module, the administrators will be able to publish the new contents in no time.

The website, furthermore, consists of several user-friendly features including the following: a photo gallery, a discussion forum, an online library, a banner management system, a membership database, a conference registration form and last but not least, a newsletter.

Primus' latest state of the art photo gallery allows the administrators to add images to the public site. Having a Photo Library section, gives the users' wider knowledge and better understanding to any event that has previously taken place. Moreover, the administrator can classify the added images into unlimited chains of categories and subcategories, which adds a sense of organization to the public site.

The discussion Forum enables users to share their thoughts and ideas by viewing categories and threads, search for specific threads, add new threads, view and sort thread replies. It is worth mentioning that each new thread and each new reply should be approved by the administrator before it is published online. The Online Library; on the other hand, is wholly

controlled by the administrators whereby they will be able to upload and publish any articles, documents whether in word documents, Power point Presentations or PDFs in no time by using the simplest and fastest tools .In addition to that, website users will be able to search for any type of material using our wide range of search tools.

BPW-A's website also includes banner spaces whereby the administrators will be able to advertise women's businesses by defining the banner location, period and time to stay online. Utilizing the Membership Database, members of the Association are provided with a user name and password and are given access to create and update their profile and view other members' profiles.

BPW-A administrators will also be able to send their monthly newsletter through the administration site and directly to the subscribers emails with a click of a button. The newsletter has been designed by Primus to have the same look and feel of the portal and has been divided into sections. Each section tackles a different event or a press release. Subscribers will also have the ability to unsubscribe.

For more information on BPW-A, please visit: www.bpwa-amman.org.

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