

Power Lunch Webinar

Wednesday, January 31, 2018

Transforming Your Website from Blah to Bold

Time: 12 to 1:15 p.m.

Webinar log-in information will be emailed to all registrants.

Speakers:

Jennifer Garnett

Communications Officer, City of Sunnyvale



Lynn Stuart

Web & Communications Specialist, City of Sunnyvale



Transforming the City of Sunnyvale's archaic and failing website into a boldly designed and stable, secure and mobile-friendly system was a three-year project that successfully used a data-driven and user-focused approach. Learn how we created a compelling business case for the project, evaluated and reported on site analytics to convince staff to let go of content (e.g., 90% of our traffic was to only 20% of our pages), collected user needs through surveys and in-house data mining, and inspired design and information architecture decisions through extensive benchmarking. The new site, launched in July 2017, now reflects our City's new brand and status as the Heart of Silicon Valley where innovation and technology abounds.

About the Panel:

Jennifer Garnett, APR, is the Communications Officer for the City of Sunnyvale where she promotes programs and services through a variety of media, print and digital channels. She began her communications career unintentionally as a consultant for federal government clients in Washington, DC. After a lot of (re)writing, she discovered how much she loved the communications field and public service. Her path eventually led her to California and local government where she worked for the City of San Jose for 11 years prior to joining Sunnyvale in 2012. Her favorite projects have involved launching new citywide services, explaining complex infrastructure and land use projects, and navigating controversial and sensitive topics. Most recently, she led the City of Sunnyvale through a major rebrand and website redesign, resulting in a refreshed, cohesive and professional City communications presence.

Lynn Stuart, PMP, cut her teeth on tech and project management at Apple where she eventually transitioned her skills into database and web-related projects. She migrated to Sun Microsystems taking on a multi-million dollar project in crisis, navigating it to a successful delivery — she likes a challenge. She spring-boarded into launching her own partnership serving the digital needs of a variety of small to mid-sized businesses for many years. Excited by the opportunity to revamp a city's website from ancient to awesome, Lynn made her first foray into the public sector as the Web and Communications Specialist for the City of Sunnyvale in 2014. The City's new website was launched successfully July 2017.

Webinar Cost:
\$20 for Members
\$35 for Non-Members

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