

# Baba's Birthday - Website Team Involvement

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[www.sathya.org.uk](http://www.sathya.org.uk)

## Overview

This is the first year that Baba's birthday will be held as more of a symposium but with a few changes. The overall theme and way the celebrations are handled are changing and being slightly modernised. One of the main changes is in the way the celebrations will be communicated to people.

It has been agreed in the first many meetings with the team managing Baba's birthday celebrations, that the website should be used as a new communications channel. In order to do this the website has to be promoted and established.

## Our Involvement

The team that will be needed to manage this will be the Promotional Team.

## Teams' Job

In order to promote the website as a new communications medium, we have been allocated a slot in the celebration show to give a slide show and speech on the website.

The main focus is the birthday section of the website but also as a secondary objective the events section of the three groups/centres and finally the rest of the website.

## Tasks Outlined

The promotion team will need to do this slide show + a speech.

In order to do this the promotion team need to:

1. Get to know the site and each sections functions
2. Prepare a speech
3. Prepare a Power Point slide show
4. Ensure that banners etc that will be put up during the celebrations advertising the site are up to scratch and manage where these will be put
5. Members of the promotional team to attend the next meeting with the birthday management group to find out the details of how the site will and can be further promoted

You will manage how this is done yourselves but it does need to be done by the 20<sup>th</sup> July 2003.

You will need to meet up before the above deadline to sort this out. Once done the speech and slide show will need to be shown to the whole management committee.

## **Speech Content (Basic Framework)**

- What is the internet
- Why should the website be used
  - New communication medium
  
- What is the location of the website ([www.sathya.org.uk/birthday](http://www.sathya.org.uk/birthday))
- What is provided in the birthday section of the website
  - Details of celebration
  - Schedule (regularly updated)
  - Feedback
  
- What else is there on the website