

Web4Dev Conference

Making Key Connections - A Content Odyssey

May 9, 2005

Goal: Publish content in a way that **motivates and **engages** key audiences.**

- **How does the Bank publish content? (Lots of stuff, pushing out, no packaging)**
- **How do we know if people like our stuff? (research, support)**
- **Why do research? Direct management support.**
- **What they say: “*Bureaucratic.*” “*Overwhelming.*” “*Unresponsive.*”**
- **Other issues: PR fluff, poor site organization, no results**

Dirty Laundry. Letting the Organization be the Website

- English!
- Editorial!
- *in*Efficient!

The screenshot shows the World Bank Group website with a blue header and a navigation menu on the left. The main content area features several news and event sections:

- Disaster Response**: A section with a map of the Indian Ocean and the text "TSUNAMI RECOVERY". It includes a sub-section "Sri Lanka: Counting the Cost" with a brief description and a list of news items under "In the News".
- News & Events**: A section with a list of news items, including "Statement By Bank President Wolfensohn on the UN Millennium Project Report" and "Presidential Succession at the World Bank".
- E-Newsletters**: A section with a "Subscribe to Bank Update" form and a "GO" button.
- Hot Topics**: A section with a list of topics, including "Conditionality", "Debt Relief", and "Faiths and Development".

The footer of the website includes a "WB Community" section with icons for "SPEAK OUT", "E-DISCUSSIONS", "WEBCAST", and "COMPETITION".

Making Key Connections

Right Now

- Editors
- Organized
- Focus/Package
- Speak Out
- Multimedia
- Shorter
- Coordination
- Marketing
- Testing
- And...

The screenshot shows the homepage of The World Bank website. At the top, there are navigation links for languages (Español, Français, Русский, 中文) and utility links (Site Map, Index, FAQs, Contact Us). Below this is a main navigation bar with categories like About, Countries, Data & Research, Learning, News, Projects & Operations, Publications, and Topics. The central banner features a large image of a city with a bridge and a church, with the headline "LEFT OUT IN THE COLD ECA STRUGGLES TO STAY WARM". To the right of this image is a text box titled "PRESSURE RISES ON EAST EUROPE & CENTRAL ASIA" with a sub-headline "Energy prices and service disruptions increase pressure in the region to modernize." Below the main banner are several sections: "REGION IN FOCUS" with a world map highlighting East Asia and the Pacific, "MORE FEATURES" with a list of articles including "Renewed Assault on Malaria: The Bank's Strategy & Booster Program", "Global Monitoring Report 2005: Momentum Proves Elusive", "Global Development Finance 2005: Managing Vulnerability", and "Young and at Risk: Living with HIV", "EVENTS" with "DISCUSSIONS" and "CONFERENCES" listed, "RESOURCES FOR..." with a list of target groups, "NEWS & BROADCAST" with a list of news items including "India: \$465 Million for Reconstruction in Tsunami-Hit Areas", "NEWSLETTERS" with a subscription form, "HOT TOPICS" with a list of current issues, and "OPERATIONS EVALUATION" with a list of program evaluations.

Making Key Connections

What's Next? What's Important

1. Release more materials more quickly in other languages
2. Email feedback and ranking
3. Blogs, Wikis, podcasting, RSS & external content contributions

Important: Research! Influence Management!