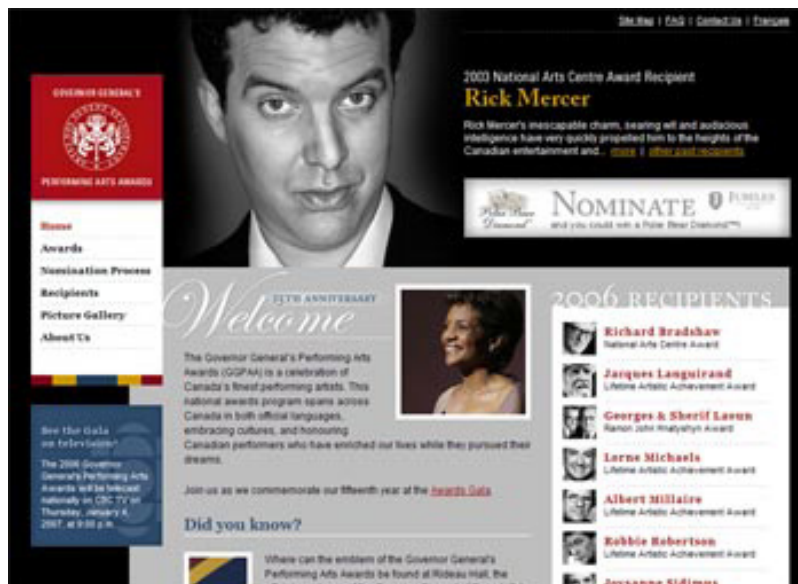


# IBM CUSTOMER FACING SOLUTIONS

## Governor General's Performing Arts Awards

A distinctive site for distinguished awards



### Challenge

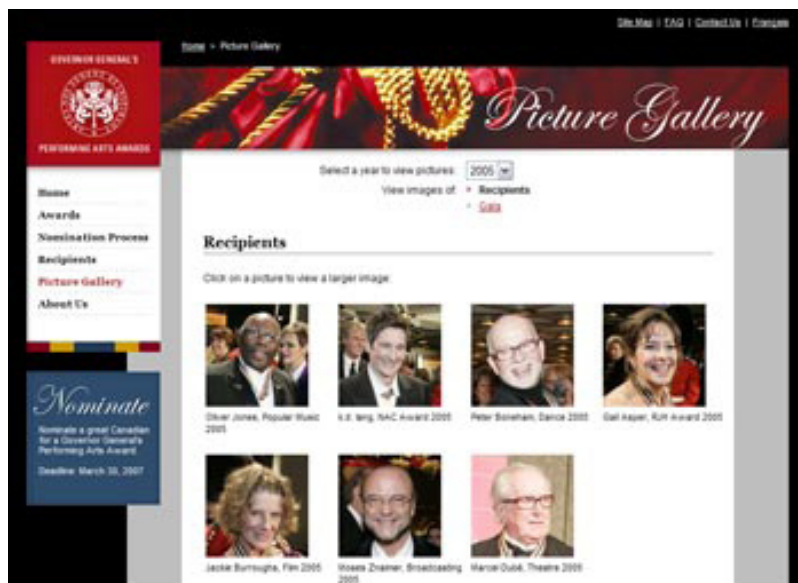
What do KD Lang, Rick Mercer and David Cronenberg all have in common? They are past recipients of the Governor General's Performing Arts Award – an honour that recognizes a lifetime of achievement in the fields of theatre, dance, classical music and opera, radio and television broadcasting, popular music and film. The GGPA Foundation felt that their web presence did not rise to the level of excellence the awards celebrated. They came to the Customer Facing Solutions (CFS) team to create a web experience that was well-branded, relevant to Canadians, and considered a one-stop information source for the Awards, the recipients, programs and events. The timeline was tight and the budget minimal.

### Solution

The CFS team stepped up to the challenge. Recognizing the site as a largely information and marketing tool, the CFS team housed the 300+ web pages using a simple hosting solution. The sheer number of pages that required re-design on a tight schedule forced the team to innovate quickly. Employing an AJAX-based framework, they reduced 240 of the pages to two templates and a set of XML files making future maintenance easy. The simple yet highly functional framework also allowed the team to index historical information about the GGPAAs in an XML file for easy retrieval by website users.

### Results

The work was completed in five short weeks and the results have been described as “stunning”, “eye-catching” and “distinctive”. The Awards now have the visually stimulating website they deserve along with the functionality they need: users can now search for past award winners, find out where to purchase tickets, and read about the rich history of the GGPAAs. Sonya Thissen, Executive Director of the GGPAAF, had high praise for both the project team and the final product: “I have been impressed by the level of organization and commitment given to the project, particularly the mobilization of numerous resources .... I think that the end result is a web site of which we can all be very proud.”



<http://www.bce.ca/ggawards>