



★ CANADIAN SPICE ASSOCIATION

Website Re-Do Update

Mandate:

To update the current CSA website

- Antiquated
- Visually unappealing
- Dated material and information



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- Co2 Digital will be our website facilitator
- We will also utilize the services of a Marketing and Communications Consultant specializing in the Food Industry
- Ann Manley is currently Marketing and Communications officer for CIFST and Chair of Marketing for the upcoming IUFOST conference in 2014



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- Update the look and feel of the website
- Make it easier to navigate
- Allow us to make necessary changes without relying on the website facilitator
- Incorporate a marketing perspective into the design
- Allow on-line application for new members
- Provide appropriate links to partner organizations such as ASTA



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Estimated Total Cost - \$3000 maximum

Target Completion Date – February 2013