

MPA Forum: **DIGITAL MATTERS**

Making CMS Work for You - Content Management Systems Sorted and Explained



One of the most difficult challenges for a digital media operation is choosing and working with the right publishing tool to handle every need — from overworked editors, to increasingly demanding ad systems, automated feeds, blogs, photos and more. Choose the right content management system and everything runs smoothly. Choose the wrong one, and you'll pay many times over.

This lunch forum, a must for anyone frustrated with their current publishing system or considering a new one, is lead by strategic consultant and CMS expert **Amy Webb** of Webbbmedia Group. It takes you through the process of choosing a CMS, explains what a CMS is, and helps makes the best of the CMS you already have, providing questions to ask vendors and staff, and common pitfalls to avoid. And it's all done in Ms. Webb's inimitable easy-to-understand, informative and amusing style.

As an additional benefit, anyone attending the forum will get a special MPA discount of half off the regular \$399 price of BGV Media's research paper, **Web Content Management Systems: How to Understand, Choose and Implement the Right One**, for which Ms. Webb was the lead author. It includes worksheets, explainers and intensive comparison charts of 21 leading CMS systems.

Date: Wednesday, May 06, 2009

Time: 12:00 - 2:00pm

Place: MPA Board Room
810 Seventh Ave,
24th Floor
New York City

Cost: \$50 MPA Members
\$150 Nonmembers

Attend: Attend Lunch
 Participate via conference call/web



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