



## ACCOUNT PLANNING GROUP - Streets Ahead With Refresh™

### The Challenge

The Account Planning Group is a 'not for profit' membership organisation created to champion excellence in planning. Operating in the field of creative thinking, the Group believes that effective planning is invaluable throughout marketing practice. APG Committee members contribute a diversity of skills in communications, branding and creative disciplines, brought together under the umbrella of the Group for the benefit of its members.

The APG website had been in existence for many years but there was a need to update the online presence and provide an interactive forum for members and site visitors.

### The Solution

The content management system, Refresh™ was chosen because of its simplicity and cost effectiveness. APG's previous sites had been updated by web designers: a process that was unwieldy and time consuming. Determined to revitalise their website, APG wanted to take back control and give each one of their 16 committee members the ability to add pages or update content. In addition to the question and answer forum, there are areas such as 'awards', 'news', 'resources' and 'activities', where content needs to be dynamic and attractive. Refresh™ has provided this comprehensive functionality without the need for specialist skills.

### The Result

"Compared to where we were when we embarked on this project, we're now streets ahead", says APG's Steve Martin. "The service we've enjoyed from Coastdigital has been excellent; they were responsive, timely and flexible". The revised content and navigation has made the site much more user friendly and accessible. The APG's forum is taking off and moves are afoot to encourage members and others to post their questions and join in the online discussions. Committee Member, Janet Grimes, says: "Refresh™ saves money and time, yet allows us to have a professional site that has drawn a lot of compliments from users".

Visit the site at [www.apg.org.uk](http://www.apg.org.uk) or find out more about Refresh™ at [www.refreshcms.com](http://www.refreshcms.com)