

Gems from Arts Marketing Association Conference in the UK

From “Online Behaviour – Insights and Opportunities”

presented by DK (MediaSnackers)

To download the full presentation-- go to: Mediasnackers.com/servicesd/ama

Recommended websites:

animoto.com

This site lets you upload 10-12 photos, add music and create a video slide show which can be embodied in a newsletter, website, etc...

flickr.com

Another sexy tool for creating slide shows that allows you to control access, set permissions, the “tag” you create is critical because that’s how search engines find it, you can add titles and comments

issuu.com

Create an electronic magazine with a Page-turning-look; great for electronic annual reports.

dipity.com

Create timelines. Allows you to drop in pictures, etc. Applications: project timelines, organizational history, grant deadlines and application,

smspoll.com

Instant feedback. A cellphone call-in voting tool. You can create a question like – “How do you rate this performance?” A=Fabulous, B=OK, C=Never coming back. The site assigns number codes for each response and a phone number to text the response to. Graphed results download immediately. A nominal membership fee.

doodle.com

A tool for setting meetings. You list the options and people go to the site and add their availability...eliminates merging various email responses.

miscovery.com

This is a music download site. DK recommended it as a great example of a well-designed interactive website. Easy for user to make choices and search options.