



Round Table Events, Membership & Web System



LOGICAL MINDS

About The Company

The Round Table was established in Norwich in 1927. With the aim of having fun with friends and trying to help local communities, Round Table now has over 1,000 clubs in the UK.

Round Table Requirement

In order to communicate with a growing number of young members, the Yorkshire Dales Round Table required more interaction and distribution of information to members and visitors across the 11 Tables Districts, within the Yorkshire Dales Area.

They acknowledged the Internet was the most appropriate medium for this. As well as a centralised website for the Yorkshire Dales, each of the 11 Tables required a satellite web presence. This would allow each Table to update their own content, whilst maintaining standard branded information for the Yorkshire Dales Area.



Logical Minds Solutions

Logical Minds' development team created a cost effective, bespoke software solution. Various access levels were set to enable relevant information to be updated by key members. Clear templates were created allowing new images and forth-coming events to be uploaded; as well as giving all sites a consistent look and feel, which met their Marketing requirements.

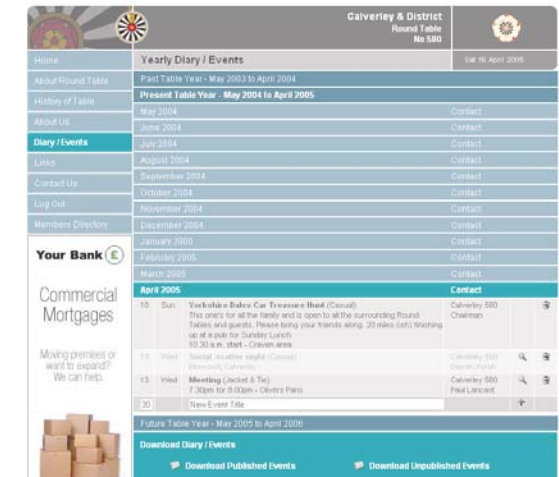
The Business Benefits

Secure access by key personnel has allowed each Table to deliver fresh content to their members, via a highly visual and dynamic web presence.

"The Logical Minds system has enabled members to get more involved - we are getting more support than ever, we have also recommended the solution to other Round Tables in the UK" - comments Graeme.

"Logical Minds' solution now allows us to quickly and easily provide updates on all our activities to our growing membership."

Having seen a clear increase in web traffic, Yorkshire Dales Round Table is now more than happy provide a constant stream of updated information on their activities.



Final Thoughts

Graeme concludes, *"Logical Minds helped us identify and create the most effective method of disseminating information and advertising Round Table throughout all the Tables in our area."*

Graeme Lister
Area Chairman (2003),
Yorkshire Dales Round Table Area 32.



"We recognised Logical Minds' commitment to deliver ongoing support to us."

