

**Project: Website Evaluation, e-Business Strategy and Training**

**Client: Tourism Partnership Mid Wales**

**Date: 2004 - 2006 (3 staged projects, ongoing)**

Initially, Tourism Partnership Mid Wales (TPMW) commissioned full evaluations (using the 2020 Strategies methodology which later formed the Destination Web Watch Audit) of nine key town and tourist area sites within the region and a further twenty plus sites evaluated for content and coverage only.

Reporting of this stage formed the basis for the development of a regional internet marketing strategy, as well as further discussions with individual site 'owners'.

Stages of implementation to date include:

- SME (Small to Medium Enterprises) e-business training
- Evaluation of web designers and their work, strategy briefing session, recommendations for tender list inclusion.

A further stage of 'train the trainer' work to be delivered by TEAM in 2006 will enable TPMW and their partner Medwryn to use local trainers to deliver an ongoing programme of e-business for tourism SMEs.