Website and Technology Manager

This is a relatively recent position for most shows and has not been dealt with in prior guides for WSP shows. It is evolving and will continue to do so as the internet changes and technology evolves. Current duties consist of some or all of the following, depending on the level of technical expertise of show:

1. Establish and maintain a show website
2. Regularly update the site with
   a. Dates, location and times of the current show
   b. Dates, location and times of future shows
   c. Information regarding past shows
   d. Show contact information including address, telephone, email and fax
   e. Convening societies information and contact information for them as above
   f. Publicity releases
   g. Applications to exhibit in downloadable format or live for web completion
   h. Schedules of programs and meetings
   i. Details on the awards banquet and information for ordering banquet tickets
   j. Details on the show cachets and cancels and ordering information
3. Assist the managers of all the other committees in computerizing and integrating their job functions
4. Develop active links between the show website and the APS, AAPE, AskPhil, Joseph Luft, past, current and future convening societies
5. Build an email list through the website and with the cooperation of the **Hospitality and Banquet Manager**
6. Manage a mass email program to keep in touch with the dealers, send show information to exhibitors and promote the show to all attendees who have provided email information
7. Make the email data accessible to all committees who need access to the data and program
8. Work with Website and Technology Managers for other shows to evaluate new technologies and programs with an eye towards integrating all show management functions
9. Encourage dealers to use their email databases to promote the show
10. Offer show cachets, cancels and donations of philatelic material on eBay and include lots of show information in each listing, capturing the emails of buyers for publicity and sales
11. Develop youth oriented internet activities to bring in a new generation of collectors
   a. Start design a stamp contests with the winners efforts to be displayed at the show
   b. Recruit youth exhibitors to allow their exhibits to be posted on the show website
   c. Add pictures of stamps of interest to youths with links to more information

These are just bare bones suggestions for ways in which the internet can either build or cannibalize our hobby. With an aging and shrinking membership, we must find ways to work more effectively in running our current shows while figuring out to get more and younger people involved in the hobby. They are not where we used to find them, they are on the internet and are much more computer savvy than previous generations. Once we capture the attention of enough of them we at least have a farm club to develop new Website and Technology Managers.