

DFS WEBSITE

“EVENTS” Page

- 1) Here’s a website example: <http://www.safemoneyretirementstrategies.com/workshops>
This is **only** a basis from which to begin. **The following specifics are desired:**
[with some questions about functioning included]

- 2) The header & footer, of course, would appear on all pages of the website. On this page, however, DFS would also like the following 3 sections to remain static while visitors scroll through the list of upcoming and past events (aka **Parallax**)...
 - the panel below the header (with the word “EVENTS”)
 - the 3 green event category boxes that are below that panel
 - the text notation lines “NOTE: Client Appreciation Events... etc.”

- 3) The **3 green event category boxes** each contain a “more info” button that should open with a message box (callout?). There will be a brief text statement inside describing each.

- 4) Each “**Upcoming Events**” panel will have...
 - A “REGISTER” button that should open a brief fill-in form to be completed by the visitor and emailed via a “send” button. (Like the example page).
Also, somewhat like the example, the name of that event should appear in the returned email *[Would that appear as the email’s “Subject?”]*
 - A “DETAILS” button that opens a message box containing a text description of the event. Also, within this message box, there should be a “MORE DETAILS” button that takes the user to another webpage... most likely the one containing PDFs... and hopefully scrolled to the relevant PDF.
[Question: Would the link address for “MORE DETAILS” be staff changeable? I’d imagine that this depends on the address of where the PDF resides]
 - **Functionality:** The event panels should be formatted for relatively easy additions, deletions, and editing by company staff members *[I’m assuming we need to discuss the technical details and capabilities of this page?]*

- 5) **General Functionality Points** (open to discussion):
 - As staff add “Upcoming Events,” the postings should appear with the next calendar event at the top (as in example).
 - After the event date has passed, the posting needs to move to under the “Past Events” heading. *[I’m assuming this would be a manual function, and not automatic... correct? Also, it would be preferred that the “REGISTER” button for these “Past Events” either not appear or, at least, become non-functioning.]*

I’ll leave things at this point, knowing we will likely need to discuss technical capabilities, and the like. As always, suggestions and ideas about either functionality or design are welcomed.