



Industry and
Parliament Trust



Linking Industry and Parliament

“Our experience with Cantarus has been seamless and enjoyable. Our website is integral to our cause and support, recruiting both new organisations and attendees for our events. This long needed update will take us into the future in good stead.”

Rioco Green, *Communications Coordinator*



The Challenge

Place focus on the user journey

The Industry & Parliament Trust (IPT) contracted Cantarus to redesign and redevelop their existing website, and although they were not dissatisfied with their current solution, they felt that a digital refresh would elevate their organisation to an even higher level.

The user journey was identified as a key concern for the IPT. They wanted to place greater emphasis on their three core areas of business – Events, Training and Fellowships, which were previously overshadowed by the vast quantities of content on the site. There was a feeling that users did not have a great understanding of the events offered by the IPT.

Our Solution

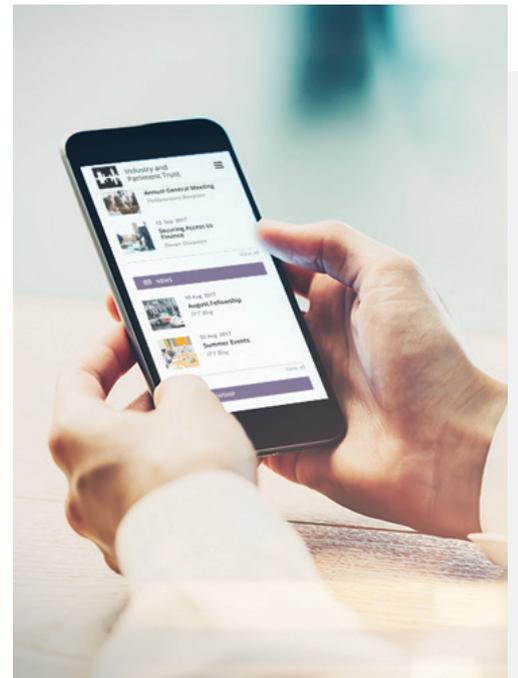
Bring shareable content to the forefront

We created a uniform look and feel for each of the pages on the website, which is critical for an organisation such as the IPT that prides itself as being a reliable source of information and engagement platform for parliamentarians and the wider public.

A cohesive web brand also drives search engine click-through rate, delivering built-in SEO benefits without any additional optimisation from the IPT.

Case studies now allow the IPT to highlight the unique work they do in the field and show concrete evidence of how they are benefitting stakeholders. By incorporating 'shareability' throughout the new site, we leveraged the excellent content that was consistently being produced by the IPT and enabled it to be shared by users, introducing it to entirely new audiences and improving brand visibility.

Events, Training and Fellowships were each given a greater level of focus on the website. Training and Fellowships in particular were strengthened by case studies, which demonstrated the impact of the IPT's key initiatives.



The Result

An platform that is integral to supporting the IPT

The new and improved design, usability and functionality allows the IPT team to increase the quality and frequency of interactions they hold with both members of Industry and Parliament.