



A streamlined, exceptional multi-platform experience

The conceptual design for the BVCA website was absolutely superb and beyond our expectations. Cantarus were able to keep the project on track and deliver a site that most people internally weren't sure was possible.

Adam Lizzimore, *Marketing Manager*

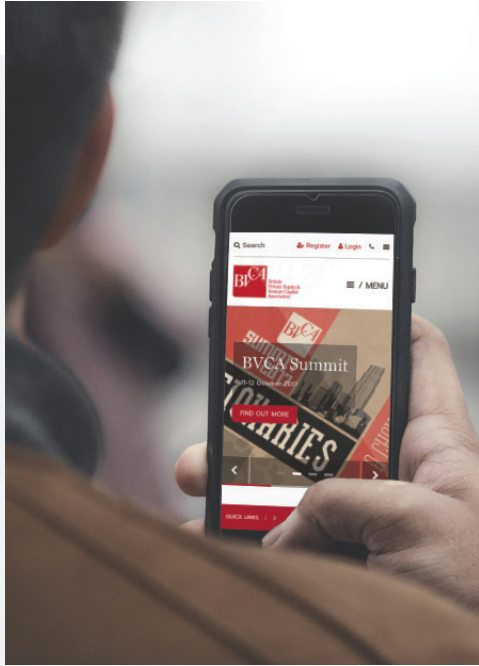


The Challenge

Help the BVCA to connect and engage with the organisation's members.

Since its inception over 30 years ago, the BVCA has aspired to illustrate the positive role of their industry in the UK economy.

However, the organisation was lacking an impactful website to reinforce its visionary mission statement – “Funding the Future”. Cantarus was chosen to steer the project due to its expertise in delivering high-quality digital solutions for membership organisations.



Our Solution

Streamline the user experience across all devices.

We listened to BVCA's request for a website that would impress users on any device and ensure a seamless experience on mobile, tablet and desktop.

Our extensive knowledge of responsive design allowed us to comfortably adapt the site menu to appear on all devices – ranging from a full mega menu on desktop browsers to a compact hamburger menu on smaller screens.

To streamline member management control, we implemented a powerful database that simplifies the detail amendment process. Additional features include a one-click restore to prevent the permanent loss of any key data, the ability to “drag and drop” content, and dynamic content controls based on user permission levels.

Content has now become vastly more accessible to both internal and external stakeholders. The Cantarus search module allows these users to not only search for document titles, but also for any matching terms within the document body, allowing for far more complete search results.

The Result

An entirely new level of connection between the BVCA and its members.

We also created the BVCA Summit and BVCA High Growth mini-sites.

These micro-sites are dedicated to promoting two of the organisation's headline events; and both projects combined striking visuals with easy-to-access information to prompt visitors to register for events.