

**February 2008**

## **SITE REVISIT FOR FUNKYVENUES.COM**

To coincide with a debut appearance at leading event exhibition International Confex 2008 on the 12 - 14 February, **Funkyvenues.com** is set to unveil a masterful makeover to its online backroom to integrate its cool design visuals with new technology to give location finders the most accessible and user friendly compendium of cool spaces imaginable.

The award winning online portal which showcases the coolest and funkiest spaces available for hire is set to include some whizzbang features from new competition sections to Googlemaps able to pinpoint funky enclaves nationwide.

As well as unleashing super efficient changes to Funkyvenues' search navigation to make the site more user-friendly and easier to scan, the new changes to each funky profile means that with just one click all contact information is saved via nifty vCards to your onscreen address book!

With a revised design of the main categories of the site, end users will find a more visually pleasing display of all Funky categories, with ongoing commitment to providing exclusive venue reviews and contact details for Funky Venues, Funky Suppliers and Funky Caterers as well as downloads including up to date venue brochures and rate cards to menus.

Due to the overwhelming demand for Funky Entertainment, this sub section of suppliers will now merit its own category, so creating every aspect of the perfect event cherry picking from all vetted funky venues and suppliers is just a short click away!

Visitors to the site can also participate in the Funky Community and get breaking news as well as catch the Funky Blog, with fistfuls of ideas for funky nights out. With exclusive online competitions, seasonal deals and special packages the new improvements to Funkyvenues.com will help you wrap things up nicely.

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## NOTES TO EDITORS

### SITE DEVELOPMENT - TECHNICAL INFORMATION

#### An insider's Guide by Designer Seb Neerman

"ExpressionEngine was the content management system of choice. It is an excellent package, with a supportive community and loads of great plugins. It's easy for non-techie clients to update their site and, for webbies, it's a joy to develop with.

Mint was the stats package of choice by the giant Shuan Inman. A gorgeous stats package to look at, study in depth, customise and tweak to suit.

XHTML, CSS are the standard web languages used to generate the W3C validated code in - nothing new there. For the finishing flourishes we implemented a dash of jQuery, which is all the rage for a good reason: it's lightweight, unobtrusive, highly flexible and really powerful. Oh, and we only just noticed that it's the Beeb's new javascript library of choice. Copycats!"

#### Benefits to Funky Profiles

Participating venues and suppliers will benefit from the updates as well as the latest measures to increase search engine rankings which will drive more visitors to their category and unique profiles. In addition to redesigning the simple Search and Advanced search area, client's benefit from a password protected Client Preview area where new profiles can be proofed on the website before they go live.

#### RSS NEWSFEEDS

For press, who want to the keep up to speed with the first hand knowledge of funky locations, subscribing to the RSS Newsfeed will be a must.