The Third Webmaster Community Forum

Date: Friday, 8 August 2014
Venue: LT5, UG/F, Lee Shau Kee Building

Programme

8:45 – 9:00 am  Registration
9:00 – 9:15 am  Welcoming Remarks – Provost
9:15 – 9:30 am  CUHK Minimum Web Standards – ISO
   Recap the minimum web standards to apply to all CUHK websites and report on the progress of implementation thus far
9:30 – 10:15 am  Web Content Duplication and Plagiarism – ITSC
   Explore the fine line between content duplication and plagiarism and tools to check against the same
10:15 — 10:30 am  Coffee Break
10:30 — 11:15 am  Google Analytics Anywhere Anytime – Mr Derek Chan, Master Concept
   A website professional will demonstrate how to track traffic and user behaviour of websites and e-newsletters using Google Analytics
11:15 am — 12:00 noon  Writing for the Web – Mr Alex Frew McMillan
   An experienced writer gives some pointers for publishing on the web
12:00 noon — 12:45 pm  A Republic of Letters in an Electronic Age
   A number of CUHK units that issue e-newsletters on a regular basis exchange and share their purposes, experiences and challenges