

# Quilt Show Web Master

## **Purpose**

Because of limited funds to promote our quilt show, free publicity through the PVQA website is key to our success in attracting guests. In 2009, 12% of the attendees said they learned about the quilt show from the website.

## **Experience**

Previous web design (WordPress), public relations, and events marketing experience is helpful but not necessary. Good writing skills are essential.

## **Duties**

1. Always use the word “Quilts” for greatest impact on web search engines.
2. Continue to develop website as a “user friendly” environment. Keep information clean and simple so it is easy to find.
3. Update information in a timely manner to ensure current information is available.

## **Calendar**

**March 1:** Make previous year’s quilt show info and all pertinent internal and external links private. Do not delete as much can be repurposed in the following year.

**October 1:** Work with Web Coordinator to ensure quilt show data entry forms are uploaded and work correctly.

## **Work with.....**

Work with various quilt show coordinators to obtain info for website.

Note: If unable to complete any of the above, please contact the Quilt Show Chair in a timely fashion.