Concept paper for the Microsites Service

In our efforts to always serve the IMCs and properly linking our network together to the benefit of all, and since ICMCI launched the new website to support the branding and network, it was suggested that we include the microsite service to the IMCs.

The service will benefit the following:

1. IMCs who do not have a current website, or have a website only in their national language as the microsites from ICMCI will be in English.
2. IMCs who have a current website but want to cut down on their annual related fees.
3. IMCs who want to promote themselves better by connecting to ICMCI via the website and its content as the website will appear as your own, since IMCs will be able to brand it accordingly.

Note: adding more languages to the website is being considered for the future, however, the current language is English only.

Features:

1. A microsite for each interested IMC will be created and integrated with the main ICMCI website.
2. Microsites will benefit from the CMC-Global.org CMS (Drupal) as the website will be embedded in the CMC-Global CMS with its functionality.
3. Storage will be 4GB as a maximum.
4. Each microsite will be published on a full separate domain name, i.e. each IMC can keep its own domain name. if that is not available, ICMCI can offer the following domains of (country code.cmc-global.org).
5. The CMC-Global website admin will add the microsite and link it with the specific advised domain name, the IMC admin will be able to customize the microsite and update the content.
6. Customization would mainly focus on:
    a. Changing the logo and the name
    b. Updating the content
    c. Having specific contact information / forms
    d. Each IMC will be able to link the social media buttons with their pages on social media.
    e. Having different sub themes.
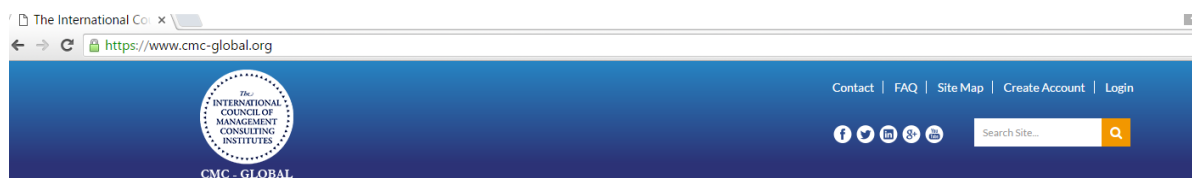
Branding is related to the current branding that ICMCI uses, which would include logos, colors, and links to social media. Those can be customized by using the IMC's logos, colors, and links to social media.

7. Each microsite can have their own menu, and they can customize the items.
8. All microsites will share the same instance, so that the admin can moderate (the same layout as any inner page layout of ICMCI's website, but customized for each with regards to logo, color, menu...etc. as per below screen shot).
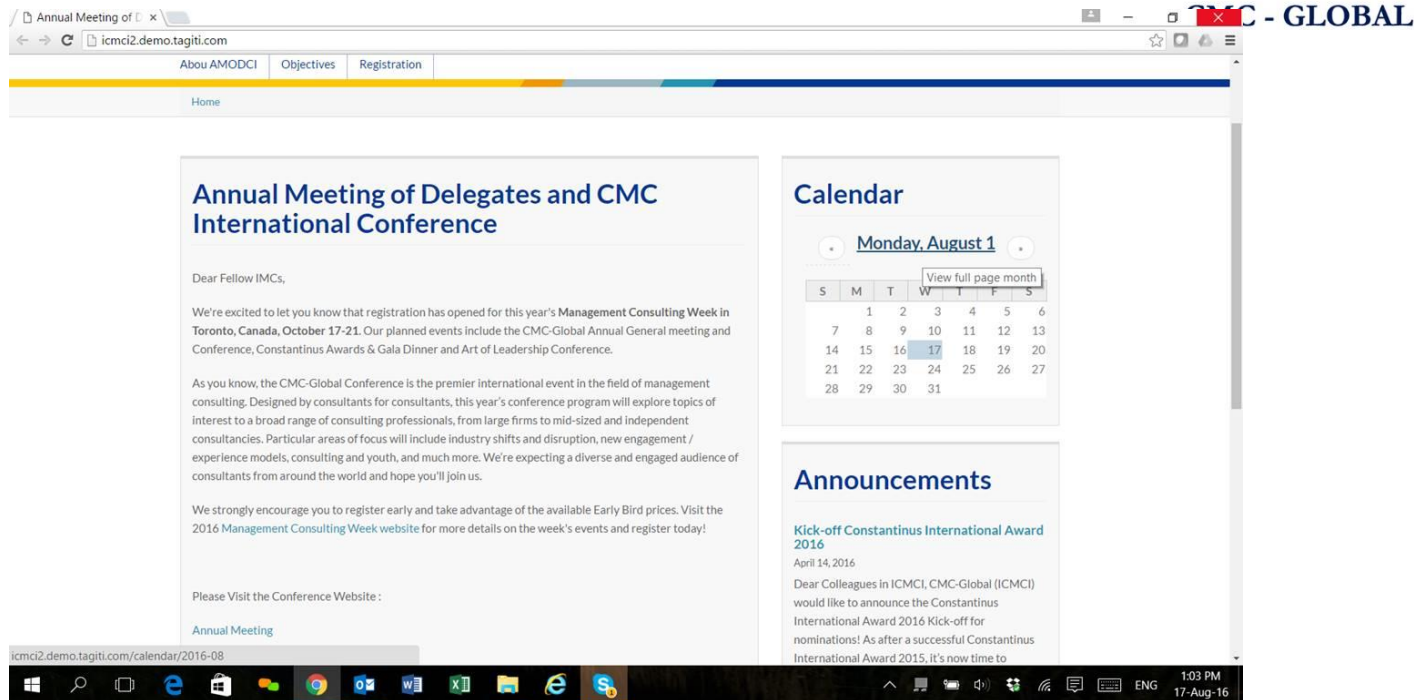
The current menu structure can also be customized to meet with the specific naming of needed folders by the IMCs, it will maintain the same structure with different categories/menu items.

9. IMCs has the choice to keep any of the "public" ICMCI website content to be included in their own microsite, examples on those would include information about the products, calendar, announcements, events...etc.

IMCs would need to

1. Host emails their own emails
2. Provide the domain for microsite hosting purposes
3. Upload all the graphical branding material
4. Upload the content and administer the updates all through
5. Maintain their social media accounts.

Note: If training is needed for the use of the CMS (Drupal), that can take place for an extra fee.

Related Fees:

1. Euro 550 for establishing the microsite, this would include hosting, 4GB storage, daily backups (each copy will be kept for 30 days), but would not include graphical design, as the IMC would need to upload those as administrators of their own microsite.
2. Maintenance (exclusive of administration) of 100 euro annually to include the microsite in the ICMCI maintenance agreement.

Important Note: The Microsite service will be launched by CMC-Global (ICMCI) upon gathering interest from the various IMCs. Once interest is confirmed by not less than 4 IMCs, the service will be made available within 3 weeks.