



AOP relaunches website

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The UK Association of Online Publishers (AOP) has unveiled a major relaunch of its website, www.ukaop.org.uk, offering enhanced services and functionality for users.

PR9.NET December 13, 2005 - AOP has overhauled the design and navigation of the site, making it easy to keep up-to-date with the latest news, trends and AOP activities. This includes refreshed news, research, legal, events and case studies sections which showcase the breadth of content available to browse and offer a more sophisticated user experience.

The new site also takes advantage of the latest technologies to offer RSS feeds from a number of the core channels and sees the introduction of new sections for features, skills and training, supplier listings and press enquiries.

The member-only section allows users at AOP member companies to benefit from access to exclusive research, guidance and resources, as well as finding out about AOP working groups and details of past and upcoming meetings.

The sites message forum has also been updated and rebranded 'Your views' to maximise user participation on the site.

Bill Murray, AOP chairman and managing director of group business information strategy at Haymarket Publishing says: "AOP now has a website which reflects what we stand for as an organisation – original, top quality content delivered in a user-friendly and valuable way."

Alexandra White, director of AOP says: "The AOP website was originally conceived as a resource for members however the association has evolved into a more outward facing body, promoting the industry through initiatives such as research and best practice case studies. The new site allows us to highlight this work with greater impact to our wide reaching constituency."

She added: "One of the main objectives of AOP is to encourage knowledge sharing and the cross-fertilisation of ideas and the redevelopment of our website will help us to achieve this goal with maximum efficiency."

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

Phone: 0845 408 2031
Website: <http://www.immediatefuture.co.uk>
E-Mail: pressoffice@immediatefuture.co.uk

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