



## The Graham Lang Website Trophy

This new perpetual trophy has been kindly donated by IPDG Lion Graham Lang.

It will be awarded for the best Club website in the District and will be judged this year up to 5<sup>th</sup> March 2010, with the trophy being presented for the first time this year at District Convention.

After this the judging will be carried out by Graham or other invited judge(s) throughout the succeeding years, with the trophy being presented at future District Conventions.

All Clubs that run a Website will be eligible, so there will be no need for application.

**The main idea of the Competition is to encourage Clubs to use Websites as a means of communication with Lions and the Public and as an information tool for members.**

Judging will take into account the fairly obvious aspects of a Website and points will be earned for accessibility and ease of navigation, clarity of links and originality of the Website although it will be expected that all Clubs meet the criteria for using the "corporate image" recently launched as well as complying with all aspects of the Law and MD IT and Website Policy and that sites are kept up to date.

The "entertainment/information" value will also be taken into account, as will images, photos and action/animation of any sort. If a Club site has local or other links to its community this will also be considered.

Judging is **not** looking at the Sites from a technical point of view but as if there is an interested visitor who wants to learn more about Lions and the Club in its Community – which is exactly what we need to be providing if we are to be visible leaders in the world of modern forms of communication.

Looking at our Clubs' sites, other Districts and their Club Websites around the MD may provide some ideas for those who would like to vamp up their sites for the Competition and beyond.

Over to you.

Graham Lang

January 2010