

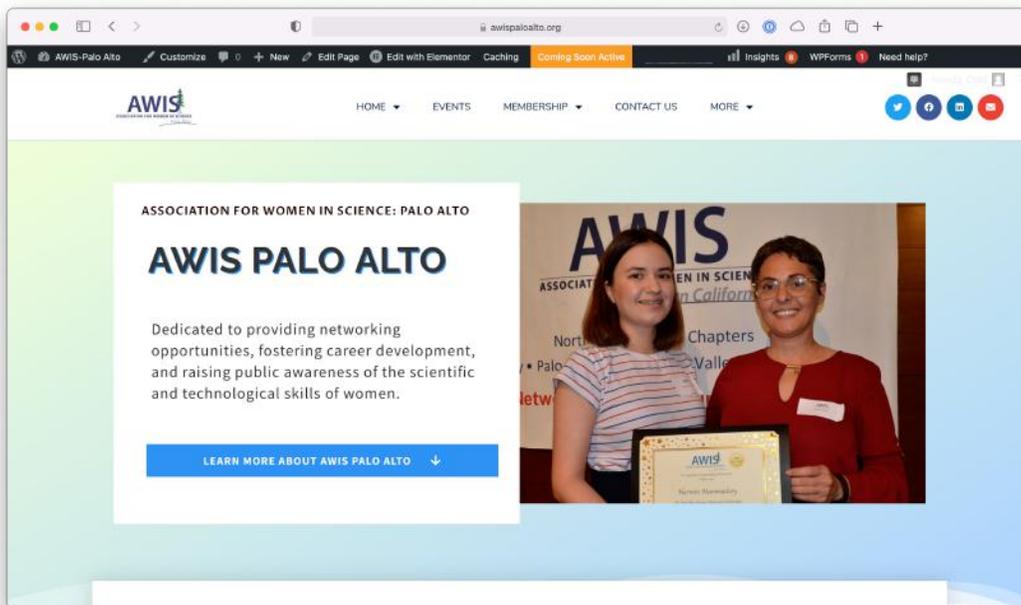
Venice Solutions Success Story: Association of Women in Science: Palo Alto

Local Chapter Rebrand, Strategy & Website Deployment (awispaloalto.org)

(1) Client: The Association of Women in Science (AWIS) is a global network that strives to advance women in STEM, promote organizational success and drive systemic change. Venice Solutions worked together with the local Palo Alto Chapter.

(2) Situation: AWIS Palo Alto's existing web-presence featured outdated content and design, slow speed, and low overall engagement. Observed web traffic trailed expectations.

(3) Project: Identify AWIS Palo Alto's strengths and clearly promote events and other member opportunities on their website. A new corporate messaging with strong colors, characteristic typography, and an overall cohesive and professional feeling for a renewed online presence.



awispaloalto.org New Website designed and developed by Venice Solutions.

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(4) Tasks: Design and implement a new Wordpress website for AWIS that is easy to use and maintain with a clean, professional impression. Additionally, Venice Solutions focused on content creation and streamlined AWIS' communication on the website to provide relevant information swiftly and conveniently to visitors.

(5) Implementation: The new website emphasizes AWIS's standing as a modern, professional organization focused on benefitting society. organization's modern, professional, and societal beneficial standing effectively to the public. Open communication and exchange of ideas with the AWIS team made this website a success. President, Meike Herget, was pleased to work together with Venice Solutions:

“We are very satisfied with the work Venice Solution did for us. Communication was very pleasant and professional; we were able to launch our new homepage quickly and really love it from graphic to content. Venice Solution also helped to implement a newsletter to keep our members informed and engaged.”

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