

Case Study

IETM, international network for contemporary performing arts



Profile

Website's name / Domain	http://www.ietm.org
Country of origin	multinational
Geographical scope	EU, international
Language/s / tackling of language issues	English French Whole website in two languages

Website owner

Contact	IETM aisbl 19 Square Sainctelette 1000 Brussels - Belgium
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Type of organisation	Non-profit organisation
Description of the owner organisation	IETM is a membership organisation which exists to stimulate the quality, development and performing opportunities of contemporary performing arts in a global environment, by initiating and facilitating professional networking and communication, the dynamic exchange of information, know-how transfer and presentations of examples of good practice.
Importance of the website within the organisation structure	The website plays a very important role for the organisation, maximizing its member collaboration, communication and dissemination.

Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

<p>Mission:</p> <ul style="list-style-type: none"> To stimulate the performing arts sector by connecting its practitioners and promote the dynamic exchange of best practices and know-how between them. <p>Objectives:</p> <ul style="list-style-type: none"> Inform its members of the state of the art and tendencies of the performing arts in Europe and beyond. Connect organisations with common interests in a cross-sector network Promote international partnerships, exchanges, collaborations and knowledge transfers in the context of scenic arts. Influence public policy through active participation in cultural policy debates. Leverage the neutral and international nature of the IETM in order to federate different actors in the scenic arts sector.
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Website facilities

Kind of facilities	<ul style="list-style-type: none"> Information repositories (news, events, documents, downloads, member organization profile, user profile) Photo / video gallery Member Forums RSS Newsletter
Member / non-member facilities	<p>Member Facilities:</p> <ul style="list-style-type: none"> Monthly Members Newsletter: "IETM e-inform" Members-Only news Members List: list of all member organisations with their contact details Online discussion forum In Focus: regular interviews spotlighting a topic or member organisation, and featured on the Home Page

	<ul style="list-style-type: none"> • Members directory with extensive members profiles • New Members Info • Member surveys and feedback • Annual Reports • Post jobs, news, events, resources on the IETM website • IETM Publications and Research on specific topics of interest to the IETM network <p>Non Member Facilities</p> <ul style="list-style-type: none"> • Access to non member exclusive content (photos, news, agenda...) • Access to information about IETM activities description, Focus Points (“bridges” between IETM membership and another environment) and Explorations (gathering of knowledge in a certain field of interest that has been suggested by IETM members) • Access to general information about IETM (About, Contact, Joining, fees information etc.) 				
Importance within the website content	Member sections are the most important parts of the website as they provide the functionalities that leverage the network effect of the organization membership.				
Frequency of usage	<table border="1"> <tr> <td data-bbox="711 1111 1046 1173">Number of visitors (monthly):</td> <td data-bbox="1053 1111 1390 1173">6,135</td> </tr> <tr> <td data-bbox="711 1182 1046 1272">Frequency of website updating by the website owner:</td> <td data-bbox="1053 1182 1390 1272">daily</td> </tr> </table>	Number of visitors (monthly):	6,135	Frequency of website updating by the website owner:	daily
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Does the website show any results for working communication and debate on a European / cross-border level?	Via the website and the various plenary meetings each year all members have opportunities to meet and engage with each other and with the various activities of the network. The “Focus Points” actions promote cross-border collaboration				

Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	Although the network has a strong membership in Europe, the organisation has not a Europe only focus.
	Cultural values	<ul style="list-style-type: none"> -Dialogue–exchange-debate -Artistic expression -Innovation and creativity
Presentation, navigation, structure	Good navigation, information is easy to find.	
Trustfulness	It is an established entity with a long history and important partners from the performing art scene from 45 countries.	
Main strength	Important member area. Good use of collaboration and	

	contribution tools to create a supranational network of entities with common interests.
Main drawback	Website only in two languages,
Usage of communication facilities	Communication facilities are used to enable dialogue and collaboration between the international network of members and to keep them informed of the news on the changing landscape of the scenic arts sector.