

### Florence Conference Blog: concept sketch

**CONFERENCE LINKS:**

- Associated businesses
- Intranet sites
- General interest sites

**PHOTOS/IMAGES**

- Click to open 'tagged' photo library from event

**STREAMING VIDEOCASTS**

**EXTERNAL LINKS**

- Related topic links
- Non-GE, non-associate links

**PERMALINK**

- Allows others to link directly to the post

Each post gets filed for easy archiving and finding

**BLOGROLL**

- Links to external blogs

Search function

GE Oil & Gas News Ticker

'FLASH' DISPLAY WINDOW with rotating headlines re-introduces previous stories and posts

**CATEGORIES:**

Posts are categorised and accessible according to subject groups

Enter email address here, for mailed updates

Syndication: RSS and other feeds for automatic post notification

Click here to see all Posts within date range

*This is a concept visual only. The final event blog design will reflect the conference identity graphics and titling*

*How comments are uploaded to the blog*

The screenshot shows a Cordovan blog page with two main posts. The top post is dated '4th March' and titled 'Conference workshop report: Group 2' with the sub-headline 'What are the lessons from failed tenders?'. It includes a photo of a workshop and a small video player labeled 'LIBENTO INTERVIEW'. The bottom post is dated '3rd March' and titled 'Raising our game in central Europe', featuring a photo of a man. Below the posts is a 'COMMENTS' section with three entries and a 'POST YOUR COMMENT' form with fields for NAME, EMAIL, URL, and COMMENT, and a SUBMIT button. The Cordovan logo is visible in the top right corner of the page.

**Annotations:**

- Allows others to link directly to the post:** Points to the permalinks and categories listed below each post.
- Each post gets filed for easy archiving and finding:** Points to the permalinks and categories listed below each post.
- COMMENTS:** Points to the comments section, which includes:
  - Readers can post their own comments and views using the simple form and see them published on the site
  - Initiates a genuine 'conversation' through dialogue across the delegate network and with other interested observers
- Audio Podcast:** Points to the 'LIBENTO INTERVIEW' video player.