



[www.waterfront.co.uk](http://www.waterfront.co.uk)



# Belfast Waterfront

i3 Digital

EVENTS  
ENTERTAINMENT

The new website has resulted in a modern, responsive, attractive, user-friendly, and engaging experience for all visitors and administrators of this popular and well-known concert and exhibition centre.

## Background

Belfast City Council operates a major venue located in Belfast City Centre – The Belfast Waterfront, which was built in 1997.

The Waterfront Hall runs a comprehensive entertainment programme and regularly hosts conferences and business meetings.

In 2012, plans were announced for the development of an additional integrated event space at the Waterfront. Construction of this £29.5m project, which would add an additional 4000m<sup>2</sup> of event space, is now under way, with a scheduled opening date of May 2016.

## Goals

The previous Belfast Waterfront website was launched in 2007 and was considered outdated and too heavily focussed on the entertainment sector, with only limited conference-related content. The new and improved website now ensures the focus is firmly placed on the conference market, whilst still retaining content relevant to the entertainment sector, including online ticketing. Appropriate user journeys were enabled for each user type in user experience workshops facilitated by i3 Digital.

### Goals

- To reposition the venue in line with the new business model.
- To generate quality sales enquiries that ultimately convert to venue bookings and ticket sales.
- To recognise the range of audiences served and tailor the website to match their expectations.
- To ensure all key audiences can easily access comprehensive, up-to-date information pertinent to their requirements.
- To deliver an enhanced user experience in line with the revised brands.

In addition, the website was to address the following:

- Further promote Belfast Waterfront as a key conferencing and entertainment venue in the city and as contributing positively to Northern Ireland's growing business and leisure tourism industry.
- Increase revenue generation from the website through non-intrusive advertising content (e.g., sponsored blog content).
- Integrate with back office admin systems where appropriate.

In addition, the implementation of Google Analytics was required, as well as a resilient hosting package and integration with a venue event management system.



HOME > WHAT'S ON

### LET US ENTERTAIN YOU

From unmissable pop and rock to [world class comedy](#), theatre, opera, ballet, dance and much more... Belfast Waterfront is Northern Ireland's home to the best in live entertainment. New events are added to our busy programme all the time, so please check back regularly for updates.

Use our event search and dropdown to find events in both the Waterfront and Ulster Hall, by event type, show name or date. **Don't forget our Box Office is now located at the Ulster Hall** - full booking info [here](#).



COMING UP AT COOL FM COMEDY CLUB!



SIR JAMES GALWAY AND THE ULSTER ORCHESTRA

### FIND YOUR EVENT

Search for an event

Waterfront & Ulster Hall Events

Event Type

Date From

Event Name

[Clear Filters](#)

**104**  
EVENTS SCHEDULED

**FIND EVENT**

[SORT BY NAME: DATE ASC](#)



**ULSTER ORCHESTRA 2016/7 SEASON: LA BOHEME**  
28 April 2017 - 29 April 2017  
La Bohème is one of opera's most popular and unforgettable stories. [more >](#)

[GET TICKETS](#)



**ALADDIN JR**  
29 April 2017  
The story of a young street urchin who spends his time stealing food from the... [more >](#)

[GET TICKETS](#)



**HOT CHOCOLATE & GUESTS**  
30 April 2017  
Hot Chocolate are one of the most successful bands ever to come out of the 70s. [more >](#)

[GET TICKETS](#)

[VIEW MORE EVENTS](#)

## Challenges

After being selected via a highly competitive tender process, i3 Digital was entrusted by Belfast City Council with the full redesign and build of its Waterfront website. The overall project focussed on four main aspects:

It was vital that the new website was redesigned in such a manner that complete migration from the current site to a new CMS was a smooth process, and that the look and feel of the website was modern, responsive, engaging, and met the needs of varying audience groups.

i3 Digital was tasked with developing an extremely user-friendly, functionality-rich, dedicated website that fully met the needs of all Council and user stakeholders.

A robust and resilient, dedicated hosting service needed to be in place, with support and a maintenance agreement.

The facilities included the functionality to permit Council staff to co-ordinate the venue's events and social media activity.

## Solution

i3 Digital has worked extremely closely with stakeholders from the Waterfront to gain a full understanding of their needs. i3 Digital's client research activities included conducting and facilitating several UX workshops and training the Council staff in the use of Kentico CMS. With detailed knowledge of their client and first-class Kentico development skills, i3 Digital has successfully implemented the build of a world-class Kentico 9 CMS website. They have incorporated some of Kentico 9's most effective tools and CMS processes, which are visible as soon as the user opens the Home Page. These include full usage of Banner Management and image carousels, which add real depth and visually interesting web pages to showcase an outstanding event and exhibition space that rivals the very best in the world.

The event and conference rooms are listed and utilise filters, and i3 Design used Kentico Widgets to add a newsletter subscription tool and provide the user with the latest news stories and text circles. Additionally, the site makes the very most of news listings, FAQs in accordion listing formats, as well as standard HTML page content.

## Results

The website's design has adopted a cleaner, more modern, and exponentially more engaging look and feel than its predecessor, which was built on a proprietary CMS in 2007. It also includes functionality and features absolutely crucial to the Council's current and future requirements. These include functionality surrounding events, media releases, at-a-glance latest news and conference booking information, and a media library suite (both video and audio, enabling the Council stakeholders to add rich media when required).

## Key Criteria for Choosing Kentico

- Functionality – a very rich and scalable platform
- User friendliness

## i3 Digital

i3 Digital is a truly global SME delivering Kentico solutions for blue-chip clients across the USA, Ireland and United Kingdom. i3 Digital began in Belfast in 1997, and was the first partner to bring Kentico to the island of Ireland. It remains Kentico's Number 1 Partner in Ireland, and is globally respected for its Digital Marketing experience and expertise. It is this reputation and expertise that has aligned the company with some of the world's largest and most reputable organisations, as well as dozens of smaller businesses in various sector types.

As a multi-award winning Kentico partner, i3 Digital is famous for delivering tailored solutions to every single client, fulfilling its commitment to product quality, usability, and longevity across two continents.

i3 Digital has unique experience within travel & tourism, government or public institutions, and a plethora of private sector requirements. Its unique partnership with Kentico means the company delivers truly bespoke and targeted solutions for all organisational needs.



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To find out how i3 Digital and Kentico can partner to innovate, integrate and ignite your business, get in touch at any of their global locations.