



**TheHelix**  
Dublin, Ireland

[www.thehelix.ie](http://www.thehelix.ie)



**Helix**

i3 Digital

EVENTS  
ENTERTAINMENT

The Helix's new website is a truly modern, visually-led, fully responsive, and engaging experience for visitors and administrators of officially Ireland's Best Purpose-Built Event Venue!

## Background

The Helix is a multi-purpose venue located on the Dublin City University campus in Dublin. It was officially opened by then President of Ireland, Mary McAleese on October 21, 2002. The Helix consists of a Concert Hall, Theatre, Studio Theatre, Exhibition Area, Artists in Residence Studios, and full support spaces. The Helix's website was to reflect the high standards of the venue and support its highly ambitious plans going forward.

## Goals

The Helix team held in-depth internal meetings and carried out market research with their customers via focus groups and individual questionnaires. Being a multi-purpose venue, it was vital that the new Helix website not only catered for the existing entertainments market, but also for the growing events, exhibitions, and conferencing markets.

The new and improved website now ensures a more balanced focus on The Helix's target customers and business units. Appropriate user journeys were enabled for each user type in user experience workshops facilitated by i3 Digital.

Primary Objectives for the Website Project Were:

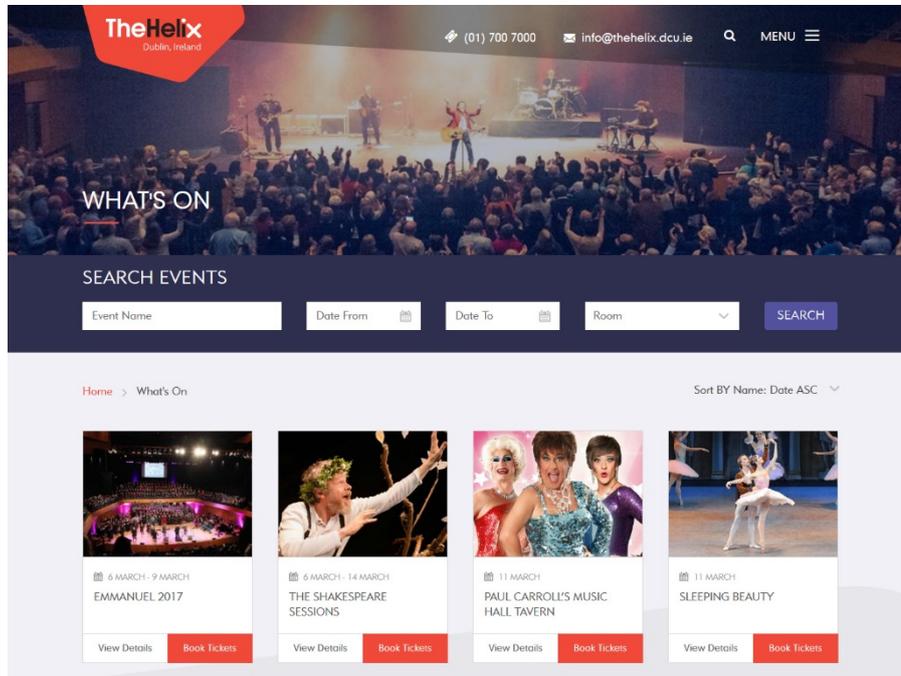
- To generate quality sales enquiries that ultimately converts to venue bookings and ticket sales
- To maximise the venue's sales revenue through add-on sales of ancillary services
- To recognise the range of audiences served and tailor the website to match their expectations
- To ensure all key audiences 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 The Helix as a key events and entertainment venue in Dublin, and as contributing positively to Ireland's growing business and leisure tourism industry
- Support the promotion of Dublin as a key cultural city
- Allow for efficient measurement of web performance
- Integrate with back office admin systems where appropriate
- Provide a simplified admin process, in terms of time and user-friendliness



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



## Challenges

After being selected via a highly competitive tender process, The Helix entrusted i3 Digital with the full redesign and build of its website. The overall project focused 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 the new CMS was a smooth process and that the look and feel of the website was modern, responsive, engaging, and met the needs of the varying audience groups
- i3 Digital was tasked with developing an extremely user-friendly, functionality-rich, dedicated website that fully met the needs of all user stakeholders
- A robust and resilient, dedicated hosting service to be in place and support and maintenance agreement
- The facilities included the functionality to permit Helix staff to co-ordinate the venue's event and social media activity

## Solution

After working closely with stakeholders from The Helix and gaining a full understanding of their needs, conducting and facilitating several UX workshops, and training staff in the use of Kentico CMS, i3 Digital has successfully implemented the build of a world-class Kentico CMS, version 9



edition website, which showcases an outstanding event and exhibition space that rivals the very best in the world.

## Results

The website's design has adopted a cleaner, modern, exponentially more engaging look and feel than its predecessor. It also includes functionality and features absolutely crucial to the venue'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 (video and audio, enabling the Council stakeholders to add rich media when required).

## Key Criteria for Choosing Kentico

Functionality, 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.

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.



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