



13th ANNUAL MEETING OF THE WOMEN LEADER'S NETWORK



e-Business Tools to Strengthen WLN

by

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Arequipa, Peru 12-14 May 2008

Two things to cover:

- WLN official website: www.apecWLN.org
- Which Tools?

www.apecWLN.org

The screenshot shows the homepage of the APEC Women Leaders Network (WLN) website. At the top, the URL www.apecWLN.org is displayed. Below it is a navigation bar with the site logo and menu items: Home, About WLN, Background & Vision, and Contact Us. A search bar is located in the top right corner. The main content area features a central announcement for the 13th WLN Meeting in Arequipa, Peru, scheduled for May 12-14, 2008, preceded by a Digital Economy Forum for Women (9-10 May) and Women in Export (11 May). It also lists future meetings in Singapore (2009), Japan (2010), USA (2011), and Russia (2012). A 'WLN 2008 - Resource Materials' section includes a link to a photo gallery on the NIMDES site and a 'ShareThis' button. A date stamp indicates the page was updated on May 13, 2008. To the right, there is a subscription form for automatic notifications and a 'Submit' button. Below this is a banner for the '13th APEC Women Leaders Network Meeting 2008' and a link to the 'APEC Digital Economy Forum for Women 2008'. A 'WHAT'S NEW' sidebar lists recent updates, including resource materials for 2008, 2007, and 2000, a 2000 statement, and a 2007 message from the chair. At the bottom, a footer contains the text: '13th APEC Women Leaders Network (WLN) Meeting Arequipa, Peru 12-14 May 2008'.

www.apecWLN.org

- In soft launch since December 2007 – now officially launched.
- Work in progress – objective was to just get it out there and quickly establish an online presence for WLN so people know where to find us.
- Site will gradually take final form as the WLN Secretariat decides on the range of content that the site will hold.

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www.apecWLN.org

- No site when there's no content to begin with. Thanks, Andrina, for forwarding the initial content that made it possible to take the site to production (ie "live") stage.

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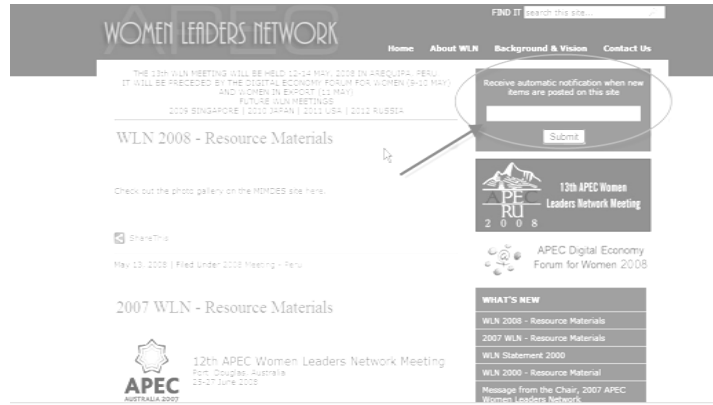
www.apecWLN.org

- Development
 - Right domain name: apecWLN.xxx, apec-WLN.xxx, apecwomenLeaders.xxx, apec-womenLeaders.xxx
 - Professionalism: apecWLN.org as WLN's public face
 - Information policy – protocols, standards, QA, etc
 - Primarily text, no images as much as possible → text vs image, accessibility issue where Internet connection is slow
 - Need to have content management capability
 - Use robust, Open Source tool: WordPress

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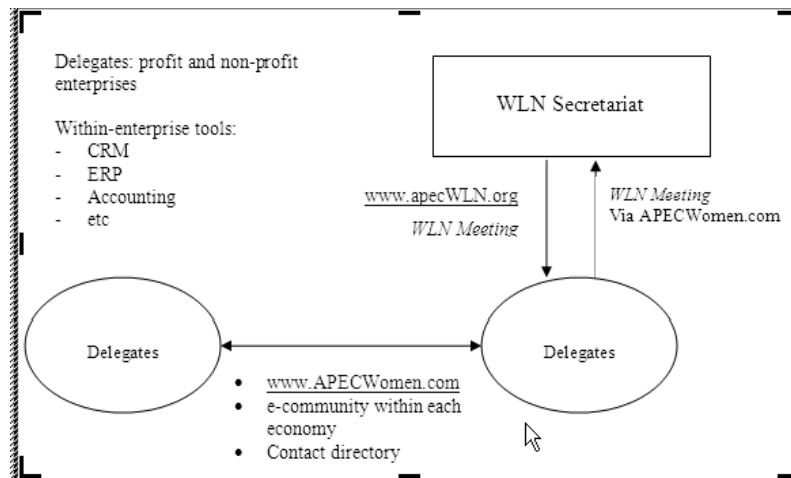
www.apecWLN.org

Subscribe so you get automatic notification when new content are posted on the site. Currently: 51 subscribers



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Which Tools?



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Which Tools?

WLN → Delegates

- www.apecWLN.org
- WLN Meetings

Delegates → WLN

- WLN Meetings
- Through www.APECWomen.com

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Which Tools?

Delegates ↔ Delegates

- www.APECWomen.com
- WLN Meetings
- e-community for each Economy
- Contact List/Directory

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Which Tools?

Within-Enterprise

- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP) – production + distribution
- etc

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Which Tools? www.APECWomen.com

The screenshot shows the homepage of APEC Women in a Mozilla Firefox browser. The browser's address bar displays the URL <http://www.apecwomen.com/mainsite/>. The website header features the text "APEC Women" and the tagline "Women getting together on Asia and the Asia-Pacific region". Below the header, there is a navigation menu with links for "Home", "About APECWomen", and "Contact Us". The main content area is divided into several sections: "APECWOMEN.COM IS IN SOFT LAUNCH" with a paragraph explaining the site's status; "What's New" with a link to "About APEC Women"; "Archives" with a link to "December 2007"; "Useful Links" with a link to "APEC Women Leaders Network"; and "Recent Comments" with a list of recent user comments. A search bar is located in the top right corner of the page. The browser's taskbar at the bottom shows several open applications, including Microsoft Office and a desktop environment.

Which Tools?

www.APECWomen.com/forum



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Which Tools?

www.APECWomen.com/forum

STATUS

- In soft launch since December 2007
- Not actively promoted
- Was to be officially launched during this 13th WLN, but reconsidered due to issues below.

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Which Tools?

www.APECWomen.com/forum

Need to resolve these issues:

- English-language based – accommodation of non-English speaking women?
- Traditional forum layout too hierarchical and not intuitive
- Tool is a bit more fragile than I'm happy with
- Need to develop appropriate funding model to be sustainable

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Which Tools?

www.APECWomen.com/forum

WAY FORWARD

- Test alternative tools: blog/website, social networking tool
- Possible solution: create e-community for each Economy and link them to APECWomen.com
- R&D in Coquimbo, Chile in June 2008 to provide answers

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Which Tools?

Contact/Directory

- Ability to be able to tap into co-delegates as resource persons

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Which Tools?

Contact/Directory

The screenshot shows a LinkedIn profile for Grace Chu Te. The profile header includes her name, current role as Founder and Director at PortalStreet P/L, and location in South Brisbane Area, Australia. It lists her education at the University of Illinois at Urbana-Champaign, The Pennsylvania State University, and the University of San Carlos. She has 51 connections and is associated with Management Consulting. The profile is powered by LinkedIn. A 'View Grace's full profile' section offers options to see common connections, get introduced, or contact her directly. A 'Name Search' box is also visible at the bottom right.

Grace Chu Te
Management Consulting | e-business Solutions | Portal Development
South Brisbane Area, Australia

Current • Founder and Director at PortalStreet P/L

Education • University of Illinois at Urbana-Champaign
• The Pennsylvania State University
• University of San Carlos

Connections 51 connections

Industry Management Consulting

Websites • PortalStreet.com.au
• APEC Women

Public profile powered by: **LinkedIn**
Create a public profile: [Sign In](#) or [Join Now](#)

View Grace's full profile:

- See who you and Grace Chu Te know in common
- Get introduced to Grace Chu Te
- Contact Grace Chu Te directly

[View Full Profile](#)

Grace Chu Te's Summary
PortalStreet provides solutions like micro and small businesses matter.

We operate in three core areas:

- Management Consulting
- e-business Solutions
- Portal Development

Name Search
Search for people you know from over 20 million professionals already on LinkedIn.

First Name Last Name
(example: Dan Iyie) [Search](#)

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Which Tools? Contact/Directory

The screenshot shows a LinkedIn profile for Andrina Lever, located in the Toronto, Canada Area. It displays 16 connections and her industry as Management Consulting. Below the profile, there are three bullet points: 'See who you and Andrina Lever know in common', 'Get introduced to Andrina Lever', and 'Contact Andrina Lever directly'. A 'View Full Profile' button is also visible. To the right, there is a 'Name Search' box with fields for 'First Name' and 'Last Name', and a 'Search' button. Below the search box, there is a promotional banner for 'Get your LinkedIn profile into Google & Yahoo! searches' with logos for Google and Yahoo! and a button to 'Activate your public profile'.

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Which Tools? Contact/Directory

STATUS

- Tried www.Linkedin.com (it's free!) but they are not accepting group sign-ups at this stage
- That tool provider owns data that we provide on our profile is an issue
- Needs an appropriate funding model for sustainability

WAY FORWARD

- Considering other tools: social networking tool, portal server

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Summary

- Continued development of www.apecWLN.org
- Tools are currently under development to ensure that WLN delegates stay connected in between the annual WLN Meetings and are able to tap into each other as a resource

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Gracias!

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