

The ProfNet Institut of Internet-Marketing invites you to a workshop:

"Germany and Australia on the World Wide Web  
- Worldwide internet strategies, focusing on government websites"

on Thursday, November, 24 at 5 to 7 pm at the

Goethe-Institut Sydney, 90 Ocean St., Woollahra, NSW

Globalisation has led to more competition between countries. This is reflected on the web, where governments not only provide information for their residents but also utilise their websites to provide information, interaction and transactions to a global audience. The Internet is a truly international medium and governments worldwide have reacted to this. "A successful website is customer orientated and attempts to cater to the needs of various stakeholders", says Prof. Dr. Uwe Kamenz, director of ProfNet Institut and co-ordinator for the worldwide study "Governmental Websites World 2004". He will present the results of the study and demonstrate perspectives for the future for Germany and Australia on the web. The ProfNet Institute of Internet-Marketing ([www.profnet.de/ww](http://www.profnet.de/ww)) is the leading institute for Internet research in Germany. ProfNet has published more than 75 Internet studies covering a variety of industry sectors, including banking, automotive, investor relations, political parties and pharmaceutical companies. The study "Governmental Websites World 2004" evaluated 1.700 governmental websites all over the world. In order to benchmark the sites against each other, 146 customer driven criteria were used to analyse these websites.

This workshop is free of charge.

RSVP to [Gudruna.papak@sydney.goethe.org](mailto:Gudruna.papak@sydney.goethe.org).

For directions to the Goethe-Institut please refer to

[www.goethe.de/sydney](http://www.goethe.de/sydney)

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