

MEDEVENT911 Website Redesign Brief

Home

1. Logo
2. Call to Action (2)
 - a. Request a Quote
 - b. Download Event Checklist
 - i. Fill in name & Email
3. Employee Login
4. Top Navigation
 - a. Dropdown list
5. Rotating images 5-10 (like on our current website)
6. Tag line floats over image area (When Minutes Count)

About Us

- **Our Team** (Company story with a link to Executive Team Pic and Bios and a link to Medical Team Photo Gallery)
- **Affiliations** (BBB, APA...)
- **Calendar**
- **Media** (Press Releases)
- **Philanthropy** (Stepping Stones, Moozie the Cow, Phoenix Children's, Susan G Kolman, Relay for Life, Habitat for Humanity)

Services

- **Medical Standby Service**
 - **Overview**
 - Events/Banquets/Conventions (link to mobility devices) /Festivals/Fairs/Sporting events/Production Sets/ Construction sites
 - Long-term/On-Going/High Risk Corporate Medical Staffing
 - National Disasters - Domestic and International - Wildland fires, Earthquakes, Hurricanes Etc
 - **Testimonials** (link to testimonials)
 - **FAQs** (link to FAQs)
 - **Equipment** (link to Equipment w/ click and link to Equipment Request Form)

- **Medical Team** (link to Medical Team/ click and box pops up w/ brief bulleted descriptors)
- **Emergency Response**
 - **Overview**
 - Our teams can remain on standby around the clock if needed, not only for rescue, but safe entry advice to entry supervisors as well, which adds additional safety during the operation. For industry expert standby teams call
 - **Testimonials** (link to testimonials)
 - **FAQs** (link to FAQs)
 - **Equipment** (link to Equipment w/ click and box pops up w/ brief bulleted descriptors)
 - **Medical Team** (link to Medical Team w/ click and box pops up w/ brief bulleted descriptors)
- **Medical Escort**
 - **Overview**
 - **Commercial Airline Escort**
 - **Travel Companion Escort**
 - **Ground transportation Escort**
 - **Testimonials** (link to testimonials)
 - **FAQs** (link to FAQs)
 - **Equipment** (link to Equipment w/ click and box pops up w/ brief bulleted descriptors)
 - **Medical Team** (link to Medical Team w/ click and box pops up w/ brief bulleted descriptors)
- **Training**
 - **Overview**
 - Medical
 - Technical
 - OSHA
 - HAZMAT
 - Technical Rope
 - Confined space
 - **Testimonials** (link to testimonials)

- **FAQs** (link to FAQs)
- **Equipment** (link to Equipment w/ click and box pops up w/ brief bulleted descriptors)
- **Training Staff** (link to Training Staff w/ click and box pops up w/ brief bulleted descriptors)

Social & Links

- **Facebook**
- **Twitter**
- **Blog**
- **Photos** (Flicker)
- **Videos** (YouTube)
- **Resources & Tools** (MedEvent911 Brochure, Event Safety Check List,)
- **Links** (APA, BBB, Destination Management, AZ Hospitality)

Contact Us (contact and request a quote form in tabs within one page)

For those of you submitting multiple design versions please highlight the main differences in your comments or a private message as we anticipate a lot of material to sift through.

As guidance, my star ratings will be:

- 2 stars - haven't seen many of these but don't like concept or design at all. Same advice as 3 stars.
- 3 stars - at this stage, go back to drawing board or withdraw - your design is no longer a contender.
- 4 stars - there's a lot to like but not yet quite on the money.
- 5 stars - genuine winning candidate, although there may be a few tweaks still required.

Design Goals:

- We are seeking extremely polished, professional quality designs and this is reflected in the prize amount offered.
- Need 4-5 page templates including home page and interior pages
- An objective of the web-site re-design is to help project the company as a highly professional, well-established albeit specialist solution provider.
- Another objective is to differentiate MedEvent911 from newer, less-established competitors (e.g. 4emss.com, amphibiousmedics.com, paramedicsunlimited.com) and to enable it to compete at the same level across the US.

- The design must be complementary with our signature “Safety” Orange color
- The logo and its colors must be respected and reflected in the design.
- The output must be self-editable after the design has been completed including any graphical elements. If other programs are used to create graphics the source files must be provided – the preferred formats are AI for vector graphics and Photoshop for images.