

New Prime Performers Website Delivers the Content Event Organisers Need

Submitted by: 9xb

Tuesday, 13 November 2012

Prime Performers, one of the largest and longest established speaker bureaus in the UK, has this month announced the launch of a new website.

Designed and developed by Harrogate-based agency 9xb, the website represents a big-step forward for speaking agency websites.

The foundations of the new site were laid following extensive research into the event industry. Event organisers and booking agents were interviewed to gain feedback in order to develop a list of must have features for the new site.

9xb marketing consultant Mark Pickering said:

“Our comprehensive research gave us an insight into what sites users wanted from a speakers bureau website.”

“The overriding message from this research was event organisers are looking for as much information on the potential speakers as possible.”

Mr Pickering added:

“With this in mind, we’ve tried to bring everything under one roof on the Prime Performers website. Users can now access videos, social media feeds and recent news stories involving the speakers.”

The research conducted by 9xb also suggested usability was also a huge issue for event planners whilst researching event speakers.

With this in mind, a site wide search bar was incorporated into the website which allows users to quickly search for a speaker or entertainer by name, keyword or category, no matter where they are on the site.

Director of Prime Performers Ian Walker said:

“The original Prime Performers website had worked extremely well for us for 10 years, but was old and outdated, so we needed a rebrand and freshen up.”

“We are extremely pleased with the end result. It’s not only quick and easy for us to use and update but also for our clients too, who can search for, enquire about and book a celebrity or speaker more quickly and easily than before.”

Prime Performers Ltd has been providing high profile speakers and entertainers for both private and corporate events in the UK, Europe and Worldwide since 1973. For more information visit <http://www.primeperformers.co.uk> or call 020 7251 8222.