

Realm Digital launches the new content managed Design for Living website

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Realm Digital has launched yet another content managed website within the exhibitions industry. After the launch of industry leader, Kagiso Exhibitions & Events, Realm Digital has added the Design for Living website to its list of exhibition websites built on the rdCMS.



The Design for Living was launched in 1978 at the Good Hope Centre. It aimed to bring the home and décor trade to the general public. Since then, the Design for Living has evolved into a one-stop lifestyle exhibition that showcases a wide range of products and services geared to improving the lives of the broad Cape Town community.

The Design for Living expo returned to Cape Town's Good Hope Centre with a new lease on life this year. The 2007 Design for Living Expo runs from 21 April to 1 May. The owners of the Design 4 Living Expo, The Cape Chamber of Commerce, recognised the need for new ideas for the exhibition. Therefore Kagiso Exhibitions & Events have been appointed to manage the event for the next five years.

Kagiso Exhibitions, a 100% subsidiary of the Kagiso Media Group, is one of South Africa's leading exhibition and event companies that owns or manages some of the country's top trade and consumer exhibitions and events. It is the only exhibition company in South Africa offering the full range of services such as design, management capacity, infrastructure and technical support that is necessary to deliver successful exhibitions and events.

The days of using exhibitions merely as a company advertisement are long gone. Today's best marketers expect exhibitions to deliver a significant return on investment (ROI). Websites play a major role in exhibition management as well as measuring ROI.



Realm Digital and Nova Studios recently launched the new Design for Living website (www.designforliving.co.za). Nova Studios provided the fresh design of the website while Realm Digital provided the backend development.

The website is built on Realm Digital's Content Management System (rdCMS). Each page of the website can be easily edited as often as required in a user-friendly manner. All Design for Living press releases can be posted on the website for easy access to the public and especially exhibitors.

Exhibitors and members of the public can subscribe to newsletters via the website, which adds them to the mailing list for future newsletters. All this functionality is provided by the rdCMS. Exhibitors can download their application forms from the website as well as submit queries via the online enquiry form.

Realm Digital has more industry-related websites scheduled for 2007 so be sure to keep an eye out for them as there will be new features released that plan to enhance the functionality of the rdCMS even further.

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