

**Cooperation through communication ::** The Canada Masonry Centre required an online presence that communicated the unique messages of five separate groups falling under the CMC umbrella. Nexvision developed a solution that brought all of these groups together online, while allowing each to communicate with its own voice.



**Canada  
Masonry  
Centre**

**Challenge ::** CMC needed to establish a meaningful channel of communication between themselves, their subsidiary organizations and their many members.

**Solution ::** Nexvision developed a solution that incorporates extensive content management tools, allowing CMC to present a current source of information online.

**Results ::** CMC can now cost-effectively maintain the content found on their web site through a simple interface. Events, news and other information can be securely updated at any time, without any programming knowledge required, saving both time and money for CMC.

## CANADA MASONRY CENTRE [www.canadamasonrycentre.com](http://www.canadamasonrycentre.com)

comprehensive  
**content  
management**

**Headquarters ::** Mississauga, Canada

**Business Description ::** Canada Masonry Centre is a not-for-profit organization that provides managerial, technical, accounting & financial, promotional & marketing and other services to three joint ventures and external masonry industry clients.

**Objective ::** To create a channel of communication that allows the Canada Masonry Centre to provide relevant, valuable and up-to-date information to their members.

## CHALLENGE

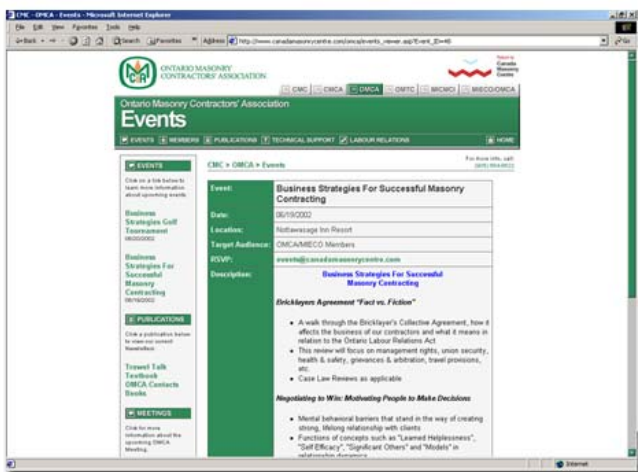
In order to successfully meet the needs of their members, the **Canada Masonry Centre** (CMC) required the ability to both send and receive information quickly, accurately and efficiently. The capacity to gather and identify the needs of their members, and then translate that information into communications that would effectively meet those needs was vital to the success of the CMC.

Without access to a single, consolidated source of information, the members of CMC were unable to gather the resources they needed to effectively interact with the organization. And without a vehicle for the dissemination of the information needed, CMC was unable to meet the needs of their members and affiliates. "We needed a system that would allow us to effectively communicate with our members," says John Blair, Executive Director of the CMC. "Our existing infrastructure did not allow for this - we needed a new model."

## SOLUTION HIGHLIGHTS

The development team at Nexvision worked closely with Mr. Blair and other key members of the CMC to develop a solution that would deliver on the key objectives of the CMC - to create a **channel of communication** that would allow the organization to provide relevant, valuable and up-to-date information to their members.

To meet this specific objective, Nexvision integrated customized **contact management tools** into the CMC solution, allowing organizational staff to update the information presented on their web page quickly and easily through a **simple interface**. Through these tools, CMC is able to maintain a fully current resource for program, company and events information, delivering a truly **effective communication tool**.



**CMC Events Page** :: The content management tools developed by Nexvision allow the CMC to maintain a listing of their most current events. To add a new event listing, a CMC staff member simply logs into a secure site, enters the new information into a straightforward interface and clicks save to instantly upload to their web site.

## RESULTS

Communication of ideas, news, organizational updates and time-sensitive information has been made much more efficient through the solution provided by Nexvision to the CMC. The functionality of their solution allows the CMC to **communicate less expensively**, more quickly and much more effectively than ever before possible, delivering a professional and consistent informational resource to their members.

The **content and event listings management tools** incorporated into the solution allow the CMC to keep their members up to date on the most recent developments of their organization, without having to allocate time and expense to full updates of their web presence. These vital tools allow the CMC to quickly and easily update key areas of their web site - such as news and events - from their own offices, and without having to go through a third-party for additional web development. Also, each of the various affiliates of the CMC can maintain their own web content, eliminating the need for wasted time and duplication of efforts. This functionality makes possible a level of content currency that would not otherwise be possible, allowing CMC to provide a truly useful source of information to visitors.

"These tools have proven most valuable to us, as it would be much more expensive and time consuming to keep the information on our site current without them."

John Blair  
Executive Director  
Canada Masonry Centre

full solutions.  
one source.

### FOR MORE INFORMATION

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