



ITA@NEWS #0

Date : 18 December 2003

Dear ITA member,

Editorial Website 2004 (by André Assis, President of ITA)

Communication has been one of the ITA priorities for the last years, by means of gathering tunnelling information and knowledge, and widely disseminating them among our members. In response to this, a website was implemented five years ago, designed to play a role in terms of internal and external communication, which points to communication inside the association (among our members, working groups and member nations) and communication between ITA and the external public (sister associations, urban planners, decision makers and so on). Since the beginning, the ITA website has grown quickly and massively. Nowadays, it contains an enormous amount of information and is visited by more than 15000 users per month, from more than 100 nations around the globe. The power of the ITA website, as communication mean, is unquestionable. This fact imposes to us a great responsibility in terms of accuracy of information, updating and efficiency of navigation through the web pages. In this sense, it has come the need of a restructuring and renovation, as called the new ITA website, which is now delivered to you. The new ITA website was designed with two main features. The first one is the use of progressive menus, which saves users' time during navigation, going directly to the desired information in one click. The second one allows the possibility to ITA members to write their own news in the web, improving the availability of information and updating time. In terms of structure, the new ITA website is divided into two main sessions of information. One is more devoted to the external public, highlighting aspects of tunnelling history, demand and mainly reasons and means (tunnelling engineering and technology) to go underground. The other one focuses on ITA as association, containing information on membership, organisation, congresses, working groups and production. The crucial challenge now is to transform our website in our virtual library, containing all production of the association, not only reports and papers published in the past, but also multimedia material for training and dissemination, news from member nations, congresses, sister organisations; in summary all information that might concern the tunnelling community worldwide. The ITA website will work complementary and in connection with the ITA electronic newsletter (*ita@news*). The *ita@news* will have the mission to actively widespread short news to all members, directly to their computer, reminding them about interesting topics, which can be found in more details, or full version, in the website, as said before our virtual library. To prepare and deliver to you this new website, a lot of work has been and will continue to be done by the ITA secretariat, webmaster and designer. However, this powerful concept of communication might loose its impact if ITA members (mainly working groups participants and member-nations communication representatives) do not play their role, providing news and products to be input in the website. Certainly, I do believe that the new ITA website will be a great success, fulfilling its mission of gathering and disseminating information through the tunnelling industry and community, but this challenge belongs to all ITA family, so that I urge for your active participation. Nothing can be more rewarding than to transform an idea into a fact. The new ITA website is here for your use and for promoting the better use of the underground space worldwide.

Lausanne, le 18 décembre 2003 / December 18, 2003

Message aux Nations Membres

Mon Cher Président,

Comme vous l'avez décidé lors de l'Assemblée Générale 2003 des Nations Membres de l'Association, nous préparons activement la création de la lettre électronique ita@news dont le premier numéro devrait paraître début 2004 en remplacement de TRIBUNE.

Vous trouverez, ci-joint, le modèle de la lettre afin que vous puissiez nous faire part, d'ici le 30 janvier 2004, de vos commentaires et propositions éventuelles d'amélioration.

La diffusion de la lettre électronique sera effectuée automatiquement à partir du nouveau site web de l'Association à destination de toutes les personnes dont nous disposerons de l'adresse@mail (l'ouverture du nouveau site est prévue d'ici la fin de l'année).

Le succès de cette lettre électronique sera lié à sa diffusion qui devra être la plus large et la plus directe possible, notamment dans la perspective des services qui seront progressivement offerts aux lecteurs : appel d'offres, offres d'emploi, mise à disposition des publications en ligne, forums de discussion, etc.

Aussi, je vous prie de m'adresser le plus complètement possible les adresses@mail de vos membres; évidemment, ces informations seront considérées comme confidentielles et seront utilisées uniquement pour les relations avec l'AITES.

Si vous le désirez, vous pouvez également nous adresser les coordonnées complètes de vos membres

Message to the Member Nations

Dear President,

As you agreed at the General Assembly 2003 of the Member Nations of the Association, we are busy preparing the creation of the ita@news electronic newsletter, the first issue of which should come out at the beginning of the year 2004 to replace TRIBUNE.

You will find enclosed the dummy letter so that you may let us know, by January 30, 2004, about your comments and possible proposals to improve it.

The distribution of the electronic newsletter will be made automatically from the new web site of the Association to all the people whose @mail address is at our disposal (the opening of the new site is planned by the end of the year).

The success of this electronic newsletter will be linked to its distribution which will have to be the widest and most direct possible, notably at the prospect of the services that will progressively be offered to the readers: call for tenders, job offers, putting at disposal of publications in line, fora of discussions, etc.

Therefore, I would like you to send me the adresses@mail, as complete as possible, of your members; of course, this information will be considered as confidential, and will only be used for the relations with ITA.

If you wish so, you may also send us the complete names and addresses of your members so that we can send them directly the information that will not appear on the letter.

I shall remain at your disposal to reply to your possible

afin que nous puissions leur
envoyer directement les
informations qui ne paraîtront
pas sur la lettre.
Je me tiens à votre disposition
pour répondre à vos questions
éventuelles.

Dans l'attente de votre
réponse, je vous prie d'agréer,
Monsieur le Président, mes
salutations distinguées

questions.

I look forward to your reply.

Yours sincerely,

Le Secrétaire Général / The Secretary General

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