

DOI: <https://doi.org/10.53486/ssstc2024.v2.06>

CZU: 004.738.5:[659.1:657]

DEVELOPMENT OF A PROMOTIONAL PAGE FOR AN EVENT IN THE ACCOUNTING FIELD

ELABORAREA UNEI PAGINI DE PROMOVARE A UNUI EVENIMENT ÎN DOMENIUL CONTABILITĂȚII

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Abstract: Sectorul contabil este în plin proces de digitalizare, iar acest proces are un impact semnificativ asupra modului în care sunt gestionate și procesate datele financiare și contabile. Digitalizarea în sectorul contabil implică utilizarea tehnologiilor digitale pentru automatizarea proceselor contabile, îmbunătățirea eficienței operaționale și furnizarea de informații mai precise și mai rapide. Un loc aparte în acest proces îl are și promovarea evenimentelor în domeniul contabilității care poate beneficia și ea de această digitalizare. Utilizarea platformelor online și a rețelelor de socializare permite organizatorilor să atingă un public mai larg și să ofere informații detaliate despre evenimente, precum conținutul, speakerii și modalitățile de înregistrare. De asemenea, organizarea de webinarii și seminarii online devine mai ușoară și mai accesibilă, permițând participanților să se conecteze și să participe la evenimente fără a fi necesară prezența fizică într-un loc anume. Acest studiu prezintă proiectarea unei platforme online care vizează promovarea webinarilor în domeniul contabilității, abordând nevoia urgentă de educație în rândul profesioniștilor contabili.

Cuvinte cheie: Contabilitate, Platforma de promovare, Tilda, Get-course

JEL CLASSIFICATION: M4

INTRODUCTION

In today's evolving environment, events play an essential role in knowledge dissemination, networking, and professional growth, even in accounting. The purpose of this project is to develop a page to promote an accounting event. The objectives of the paper consist of:

- Ensuring clarity in conveying the purpose and details of the event,
- Creating compelling content that resonates with your target audience,
- Creating a visually appealing and professional page,
- Ensuring easy-to-use registration.

My thesis project focused on developing an online platform dedicated to promoting events in the accounting field, a crucial initiative in the context of rapid digitalization and the acute need for continuous education in this professional sector. Given the constant evolution of tax regulations and financial requirements, the proposed platform addresses a significant need, providing accounting professionals with access to webinars and updated educational resources essential for developing and maintaining professional skills. A key element of the project was the use of the Tilda platform for the design and structuring of the platform's website, see Figure 1. [Tilda is a website builder](#) that can be used to create websites, landing pages, online stores and special projects.[1] Choosing Tilda as the primary development tool was motivated by its ability to offer an efficient and flexible solution for creating a visually appealing website without requiring advanced programming knowledge. Tilda enabled the implementation of an intuitive user interface and a responsive design, facilitating easy access and navigation for users. This aspect was crucial for effectively engaging the target audience and promoting the accounting events offered on the platform. Additionally, the project integrated the GetCourse platform for managing event registrations and communicating with participants.

GetCourse provided a robust set of tools for creating registration forms, segmenting the audience, and conducting personalized email marketing campaigns, see Figure .2. This integration ensured efficient participant management and facilitated direct and personalized interaction with them, vital elements for the success of the online events organized. By combining the advanced functionalities of Tilda and GetCourse, the project succeeded in creating an online platform that not only visually attracts but also supports a positive and productive user experience.[2] The careful implementation of these technologies allowed the project to overcome administrative challenges and focus on delivering high-quality educational content, highlighting the importance of adaptability and the use of appropriate technologies in organizing and promoting online events in the accounting field. Thus, my project addressed not only the need for information and continuous education in the accounting field but also demonstrated how technology can be effectively used to support professional development and create a community engaged in this domain.

LITERATURE REVIEW

The necessity for ongoing education in accounting is well-documented in the literature. Sources such as the Journal of Accountancy[3] and Accounting Education highlight the accelerating pace of regulatory changes and the increasing complexity of the financial landscape. These changes necessitate a platform that can offer up-to-date information and training. The project leverages platforms like Tilda and Get Course, whose functionalities are explored in web development and e-learning literature, to create a user-friendly and effective educational environment.

The methodology employed in this project combines qualitative and quantitative research methods. Online analytics tools were used to gauge interest levels in continuous accounting education, while surveys among accounting professionals helped identify specific learning needs and preferences. Additionally, a comparative analysis of existing online educational platforms provided insights into best practices and areas for improvement.[4] The design process involved iterative testing with potential users to refine usability and ensure the platform meets the targeted needs.

The research revealed a strong demand among accounting professionals for accessible, flexible, and comprehensive online learning opportunities. The developed platform, utilizing Tilda for its ease of use and design capabilities and Get Course for its robust management of educational content and user interactions, has successfully launched a series of webinars covering a range of topics from tax legislation to innovative accounting technologies. Preliminary feedback from users has been overwhelmingly positive, with many highlighting the platform's role in enhancing their professional skills and knowledge.

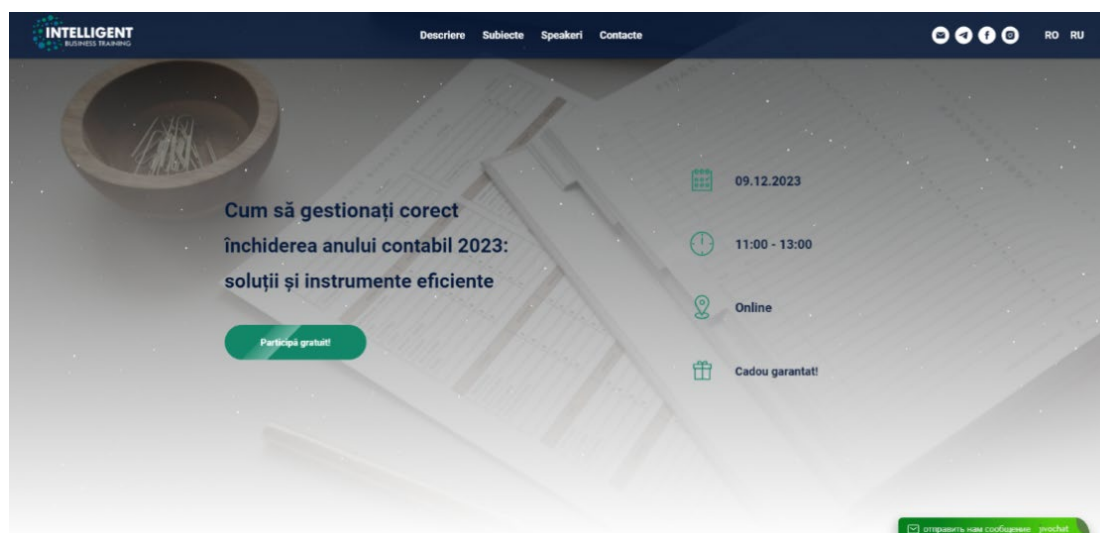


Figure 1 Curtain of the platform

A key aspect in the development of our promotional platform is the structural organization of the blocks present on the site. The website's structure was designed to be intuitive and minimalist, facilitating quick access to key information and encouraging visitors to register for the event. At the top of the site, a fixed menu remains visible as the user scrolls, providing instant access to the main sections. This menu prominently features the company logo on the left, reinforcing our brand identity. Centralized are quick links to informative blocks of the site such as "Description," "Topics," "Speakers," and "Contact." This arrangement ensures that visitors can swiftly find the information of most interest to them. Additionally, buttons for our social networks and options for changing the website's language are included on the right side of the menu, thus enhancing accessibility and interaction with a broader audience. The next block, termed the "curtain," is designed to immediately capture the visitor's attention. It spans the entire width of the screen and showcases an attractive background image, over which essential event information is displayed: the webinar title, date, time, and location, along with a prominent registration button that directs users to the GetCourse signup form. This section plays a crucial role in converting visitors into registered participants.

DESIGN AND LAYOUT

The "Description" block provides an overview of the event, pairing a concise description with an illustrative image of someone using our site, intended to establish a personal connection with potential participants. The "Topics" list to be covered during the webinar is presented against a white background for maximum clarity, while the "Speakers" section includes photos and brief biographies, contributing to the event's authority and credibility. Finally, the site's footer consolidates essential contact elements and links to social networks, alongside a button for newsletter signup and links to "Terms and Conditions" and "Privacy Policy," ensuring transparency and easy access to further information. Each block was carefully selected and customized to ensure a smooth user experience and facilitate access to relevant information, aiming to create a logical and engaging journey for every site visitor.

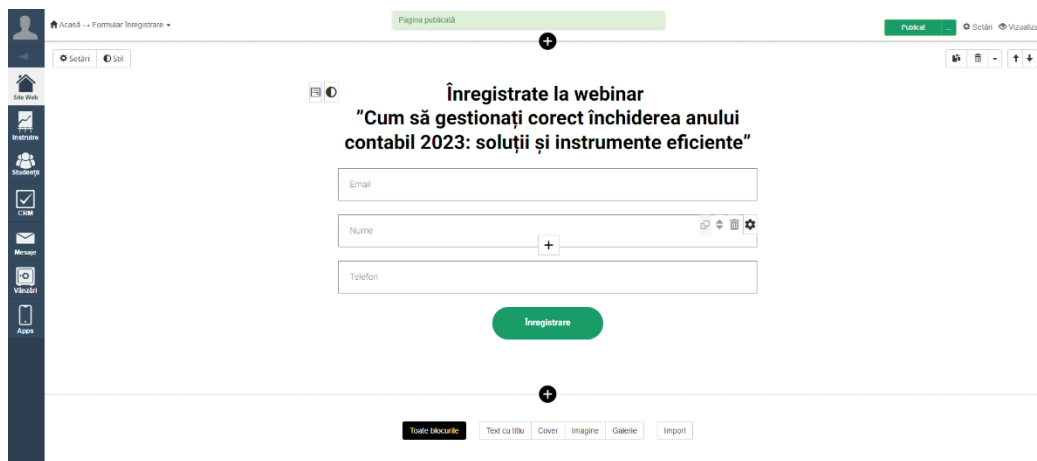


Figure 2 Registration form made on GetCourse

Another significant step involved selecting the registration from the extensive library of blocks provided by GetCourse. We chose a form that best aligned with our structure and needs, allowing every interested party to register simply with their name, email, and phone number. An important aspect of these forms is the action options, enabling us to adjust the texts and settings of the form according to preferences, as it should be followed by necessary events for confirming and adding users to the database. Modifications included the introduction of essential post-registration actions: displaying a confirmation message "Thank you, your form has been submitted", and the automatic addition of the registered user into a newly created group, which we named "Webinar Students". This group will be essential for issuing access to the webinar on the day of the live

broadcast, as well as for contacting students via email or direct messages. Additionally, an equally important aspect is the issuance of participation certificates to users who will be present on the day of the online webinar. Organizing registered participants in this dedicated group on GetCourse was a crucial step. The group allowed us to centralize communication, facilitating the distribution of materials, messages, certificates, and even making calls for additional details. The creation of the group was conceived not only as a means of organization but also as a strategy to build a committed community around the topics discussed in the webinar.

CONCLUSION

This project introduces an online platform dedicated to the promotion of accounting webinars, directly addressing the urgent educational needs of accounting professionals through digitalization process in the accounting sector. It leverages the capabilities of platforms like Tilda and GetCourse to create an accessible, user-friendly environment that encourages continuous learning and professional development. This not only facilitates the distribution of educational materials and communication but also underscores the project's broader objective to foster a community of learning and professional growth.

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