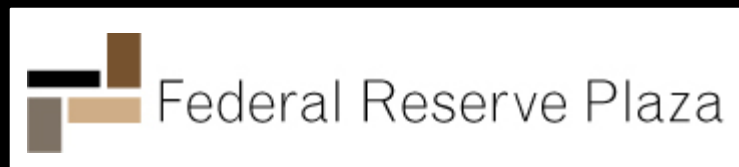


The new
www.federalreserveplaza.com

Why redesign?

- New branding / new logo



- Need to incorporate in website
- Opportunity to improve and enhance the cornerstone of our communications

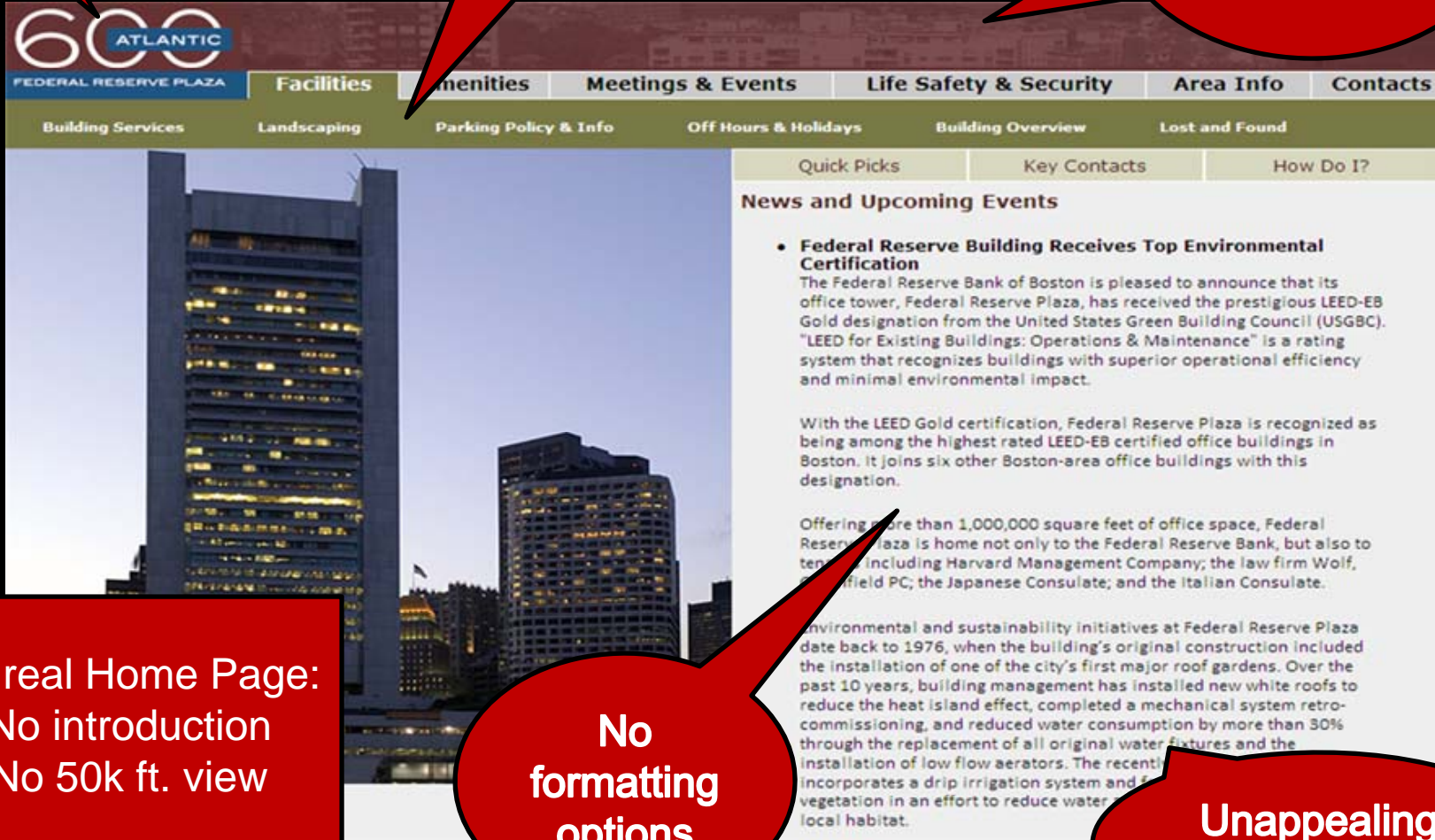
Existing Site

- Information in multiple places
- Information sometimes inconsistent
- Navigation not intuitive
- Wordy, visually unexciting
- No easy reference for Tenant Representatives
- No easy reference for Meeting Planners
- No showcase for meeting space and services
- No underlying premise for the design

Old logo

Poor navigation structure

City skyline. Not Boston. ??



No real Home Page:
No introduction
No 50k ft. view

No formatting options

Unappealing color scheme

Goals Existing Site

Incorporate new **branding**

- Information in multiple places
- Information sometimes inconsistent
- Navigation not intuitive
- Wordy, unexciting visual
- No easy reference for Tenant
- No easy reference for Meeting Planners
- No showcase for meeting space and services
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◀ Improve
◀ **info**
◀ **organization**

◀ Improve **info presentation**

◀ Create **'e-Toolbox'**

◀ **Amplify**
message

◀ Create **cohesion**

Project Steps

- IT team task:
 - Usability study with Tenant Reps & staff, and event planners
- Design team goals:
 - High impact and FRP-specific
 - Innovative Meeting Services info and functionality
- Complete content overhaul

Goals

Existing Site

Achieved?

- Information in multiple places
- Information sometimes inconsistent
- Navigation not intuitive
- Wordy, unexciting visual
- No easy reference for Tenant
- No easy reference for Meeting Planners
- No showcase for meeting space and services
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✓ Incorporate new **branding**

◀ Improve **info**
◀ **organization**

◀ Improve **info presentation**

◀ Create **'e-Toolbox'**

◀ **Amplify**
message

◀ Create **cohesion**

And now,...

- One-click info for key constituencies

Tenant
Representatives

Meeting Planners

- Real functionality: live forms

Request a Meeting
Proposal

Submit a Service Request
or Call 617.973.3255

Request a Meeting Room

Submit a Work/Contractor
Form

- Easy, intuitive navigation
- Info organized for easy content management
- Cohesive design

FEDERAL RESERVE PLAZA

AN ICONIC BUILDING



Named The Office Building of the Year in 2009 by the Building Owners and Managers Association (BOMA), Federal Reserve Plaza is an icon on the Boston skyline. Long the anchor of the city's Financial District, the building features stunning views of Boston Harbor and overlooks the beautiful Rose Fitzgerald Kennedy Greenway.

ENERGY-SMART MANAGEMENT

With its dramatic "washboard" exterior, the building presaged energy-smart design, and our commitment to environmentally-friendly practices still drives us today. In 2010, Federal Reserve Plaza received Leadership in Energy and Environmental Design for Existing Buildings - Gold Certification from the U.S. Green Building Council.

A VIBRANT COMMUNITY

Home to the Federal Reserve Bank of Boston and prestigious tenant firms, offering top quality services and unparalleled amenities, Federal Reserve Plaza is more than simply a Class-A office tower. With its easy access to South Station and Logan Airport, verdant gardens, a Fitness Center, 25,000 sq. ft. of meeting space, a 400-seat auditorium, and a world-class modern art collection, it is unique, inside and out. It is also an active community, where its inhabitants interact as colleagues and friends.

NEWS & EVENTS

Welcome to the New Federal Reserve Plaza Website

While we incorporated our new logo and upgraded the look of our website, we improved the organization of information and increased its user-friendliness overall. With special "online toolboxes" for Tenant Representatives and meeting planners, and more intuitive navigation through general information, quick clicks should provide you answers for any question. From photo galleries and lunch menus, to building amenities, and directions, you'll find it all here.

Make-Your-Own-Sundae on a Summer Wednesday



Federal Reserve Plaza hosted its annual Summer Kickoff Celebration with a Make-Your-Own-Sundae party in Cafe Six Hundred. With 80-degree temps, it was a perfect day for ice cream and smoothies and socializing on the Roof Garden. Take a look...

Federal Reserve Plaza wins ENERGY STAR designation for 2010



The US Environmental Protection Agency and the US Department of Energy have once again recognized Federal Reserve Plaza for superior energy performance with the prestigious ENERGY STAR designation for 2010...[Read more](#)



A Meaningful Home Page

Federal Reserve Plaza

Tenant Representatives | Meeting Planners

TENANT SERVICES | PROCEDURES & POLICIES | MEETING SERVICES | AREA AMENITIES | ABOUT FEDERAL RESERVE PLAZA | CONTACTS

Overview | Planning Services | Meeting Rooms

Meeting Rooms

First Floor

- Morris Auditorium
- New England Economic Adventure

Third Floor

- Audiovisual Lounge
- Audiovisual - 1
- Audiovisual - 3
- Audiovisual - 4


Fourth Floor

- Bay State Room
- Conference Center A
- Conference Center B
- Conference Center C
- Conference Center E
- Conference Center F
- The Bridge
- New England Room
- Roof Garden

Thirty First Floor

- Harborview Dining Room
- Maine Room
- Rhode Island Room
- Vermont Room
- Connecticut Room
- Cityside Lounge

Morris Auditorium



Resources

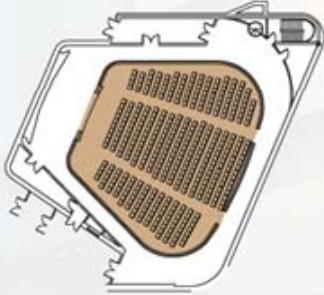
- Print Page
- Meeting Room Capacity
- Meeting Room and Audiovisual Rates
- Evacuation Map for This Room

Related Links

- Request a Meeting Proposal
- Check Room Availability
- Request a Meeting Room
- Planning Services
- Catering

Morris Auditorium 1st Floor

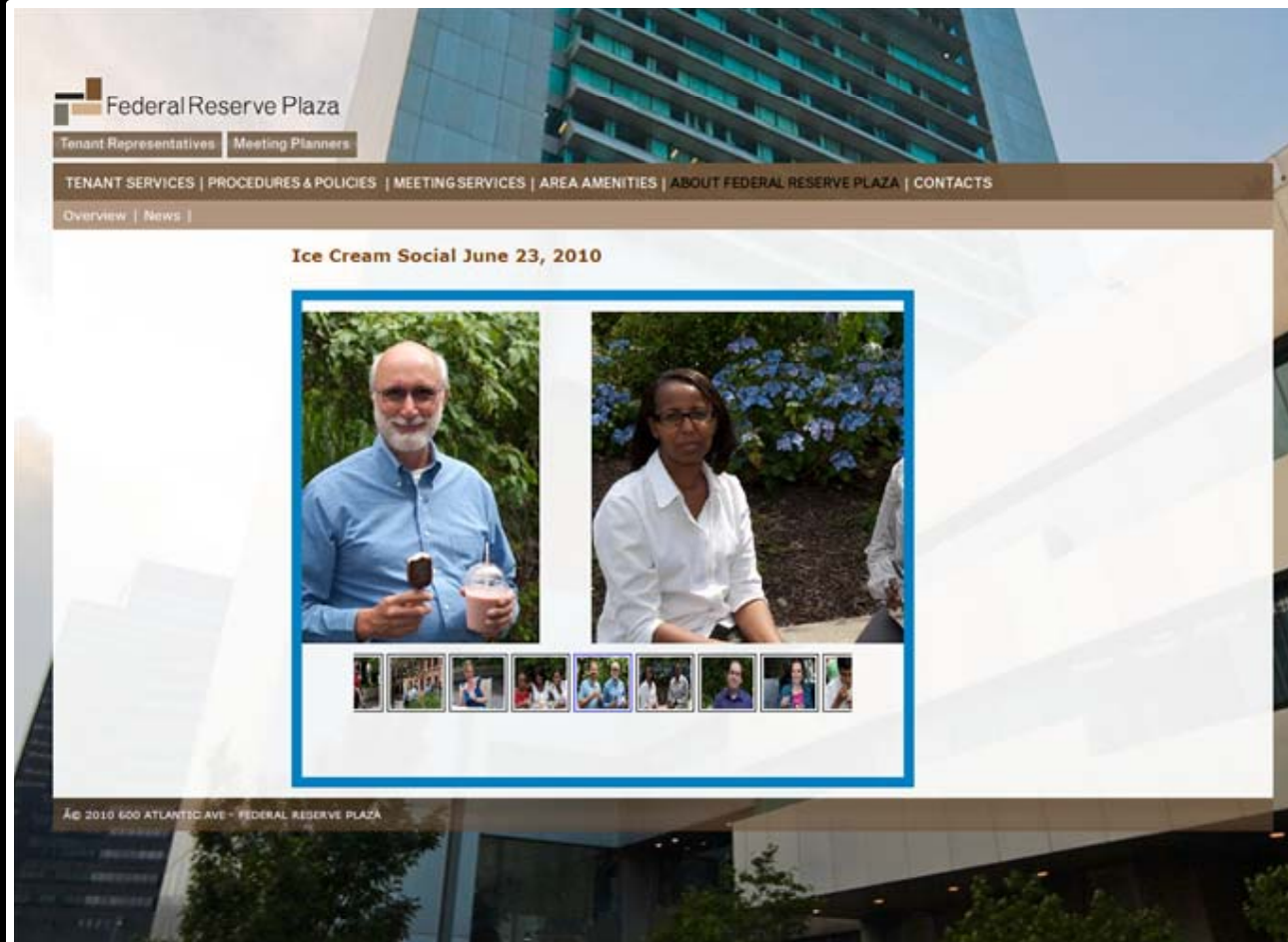
The Morris Auditorium is our largest meeting space and can accommodate up to 410 in an amphitheatre setting. Located on the first floor, the Auditorium is perfect for general sessions, addresses or lectures, corporate sales meetings, or other business events where presentation, attendee focus, and a controlled environment are critical. The space is equipped with state of the art audiovisual technology, complete with a stage and projection booth.



| Sq Ft | Banquet | Reception | Theater | Classroom | Team | Crescent | Conference | U-shape | Hollow Square |
|-------|---------|-----------|---------|-----------|------|----------|------------|---------|---------------|
| 875 | - | - | 410 | - | - | - | - | - | - |

600 ATLANTIC AVENUE BOSTON, MA 02210

A Meeting Room Showcase



New Features

The “Plaza Poll” and The Plaza Photo Galleries

Subsequent enhancements:

- The integration of the Spii scheduler
- Federal Reserve Plaza's Life Safety Video

To come:

- Registering Sodexo Dining Cards
- *A Guide to Green Events at Federal Reserve Plaza*

Go to www.federalreserveplaza.com