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Boston Interactive Launches New Site for The Boston Consortium Risk Management Group

Boston Interactive, a website development and interactive marketing firm, announces the launch of their new website for The Boston Consortium Risk Management Group. (<http://tbc-rmg.org>). TBC Risk Management Group is an association on the cutting edge of risk management information and application.

/24-7PressRelease/ - BOSTON, MA, February 03, 2008 - Boston Interactive, a website development and interactive marketing firm, announces the launch of their new website for The Boston Consortium Risk Management Group (<http://tbc-rmg.org>). TBC Risk Management Group is a higher education association on the cutting edge of the way risk management information is effectively shared and applied.

TBC Risk Management Group partnered with Boston Interactive in order to define their corporate identity online as the company strives towards a greater vision of being a Best Practice platform for its member institutions. The new website showcases the group's innovation, leadership, and passion for risk management solutions. The design is professional yet shows that the group is excited by the possibilities that technology has to offer in changing the practice of risk management. Boston Interactive focused on structuring the information architecture so that it conveys the group's modernization, leadership, and credibility.

"Our main challenge with this project was to demonstrate the group's enthusiasm for what is often a very dry subject - institutional risk management" said Chuck Murphy, president of Boston Interactive. He added that "the website also needs to address the demands of several different target audiences, each with different goals."

About Boston Interactive - Boston Interactive (www.bostoninteractive.com) is a web design, development and interactive marketing firm focused on creating effective web-based solutions that deliver a positive impact for the brand. Founded in 1999, Boston Interactive has successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations. The internet is one of the most vital marketing and communications tools in today's marketplace and Boston Interactive strives to promote brand identity and a compelling user experience in every application created using state-of-the-art technologies, proven software solutions, and a personal client focus ensuring online marketing success. More information about Boston Interactive can be found at www.bostoninteractive.com.

About TBC Risk Management Group - The Boston Consortium for Higher Education (TBC) is a not-for-profit membership organization founded in 1995 by the chief financial officers of Boston-area colleges and universities. In May 2002, five member schools of The Boston Consortium created the position of Director Co-Sourced Risk Management, filled by Ed Frackiewicz, to lead a collaborative Risk Management initiative. They have since grown into a higher education coalition dedicated to improving risk management operational effectiveness through identification, study, and collaborative decision-making. Today TBC Risk Management Group is changing the way academic institutions manage their risk.

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Founded in 1999, Boston Interactive is a Boston web design and interactive marketing firm focused on developing and creating web strategies and business solutions for online marketing success. Having successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations, Boston Interactive's customized approach and award-winning services span the strategic, creative, architectural, development, and optimization of an organization's interactive presence.