

For Immediate Release



AUB's redesigned website wins first prize in the Pan Arab Web Awards Competition for the universities category

Beirut, Lebanon- 10/06/2011 - The American University of Beirut (AUB) was chosen among 600 universities to win the first prize of the Pan Arab Web Awards Competition for its redesigned website.

The award was accepted on behalf of AUB by Omar Odeh, assistant vice president for marketing and communications, during an awards ceremony held at the Phoenicia Hotel in Beirut on June 7. This prestigious event was attended by the winners of the competition in addition to VIPs, information and communication technology professionals, governmental personalities as well as economists, academics, diplomats, bankers, media representatives, and other guests from the Pan Arab Region.

Members of the jury committee as well as regional design and technical professionals in Beirut and Dubai evaluated AUB's website based on guidelines set by the international standards of web technology. The criterion on which AUB's website was chosen to win the first prize was based on the creativity of the website, including the technical aspect and ease of use and navigation, visual design solution and aesthetics, as well as interactivity. Moreover, the criterion included the content and structure of the website and the consistency in the constituent web pages of the main AUB website.

The Pan Arab Web Awards Academy is active throughout the Arab world and sponsors web awards competitions to encourage and promote the development of creative and effective websites. It has previously announced web awards to recognize outstanding e-government, banking, and hospitality websites. AUB's redesigned website also previously won the Best Creativity Award in the Lebanese universities category.

The redesign of AUB's website was spearheaded by the members of the Web Oversight Committee, which AUB President Peter Dorman reconstituted in October 2009, to improve the content, design, layout, and navigation of the homepage and the overall website. The committee, which included representatives from all university faculties and major administrative units, worked closely with the Office of Communications to redesign the website that was launched in August 2010.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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