

ITP or ITTP?

Why is our website called **www.ittpbc.com** rather than **www.itp.com**?

When we launched the website, it was **itpbc.com**, but when our ITP Leadership Forum (check out one of the site's tabs) reviewed it for style and content, one of the first comments was that the 'ITP' designation could be misleading.

They pointed out that naming the site **ITP**, Internationally Trained Professional, could attract all ITPs, from any sector, rather than just the target group, those ITPs who are part of the Engineering sector. So, they suggested, why not add a T to ITP and name the website **ITTPBC**, and make it clear that the site caters directly to Internationally Trained Technology Professionals?

So, to avoid ITPs in the (e.g.) financial, medical, educational, management, or other non-engineering/technology sector wasting their time searching through the site trying to find content which may apply to them, we took the Forum's advice and renamed the site to **ITTP**:



One of the consequences of this action was that the videos we had just finished making were all titled with the site's original ITP logo:



Rather than re-do all the videos, we decided to leave the logos 'as is'.

There you have it! **ITP** vs. **ITTP** explained!