

## Kevin Wolf

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**From:** info@podi.com  
**Sent:** Friday, February 28, 2020 11:51 AM  
**Subject:** PODI News - Live Presidential Candidate Forum Feed Wins Big!



### Live Presidential Candidate Forum Feed is a Win for ACEC Members

The American Council for Engineering Companies (ACEC) recently co-hosted a Presidential Candidate Forum on Infrastructure, Jobs, and Building a Better America called *Moving Forward America*.

The two-hour forum was held at the University of Nevada, Las Vegas and coincided with the Democratic Primary held in that state. Joe Biden, Pete Buttigieg, Amy Klobuchar, and Tom Steyer all participated in a lively Q&A format.

ACEC promoted the event in their newsletter, blog, and across their web site, including a prominent 'coming soon' video block on the home page.

Behind the scenes, the Potomac Digitek team set up the web site to automatically start and end the live feed according to the forum schedule. So, as the broadcast began, the feed automatically fired up on the ACEC home page, ran throughout the forum and then closed by reverting to the standard home page.

Both ACEC Members and staff were thrilled with the results and how smoothly the process went.

[Click here to view a recording of the forum.](#)

### Presidential Candidate Forum Triples Web Traffic!

Not only did the live feed technology work well, it tripled the typical daily traffic on the ACEC web site! In fact Google Analytics reports show a nice up-tick in several key measurements.

- Average Time on Page statistics quadrupled during the live feed.
- The Live Feed was the day's most popular page, but number 2 was the About ACEC page. Presumably new visitors to the site wanted to learn more about the organization.
- Site traffic increased in the days following the broadcast too.
- 73% of the audience viewed the broadcast on a desktop device, 23.4% on mobile, and just 3.6% on a tablet.



This is a big win for ACEC. The novel delivery of the live event was well received by members and it pulled in new visitors who discovered more about the organization.

## Other News and Notes

This month we welcomed the much-anticipated launch of the new [American Society for Investigative Pathology](#) web site! Featuring single sign-on with its MemberClicks AMS and Elsevier journal site and updated and streamlined navigation, members are reaping the benefits of the new site. In addition, the easy-to-use Mura CMS platform means that staff can quickly and easily get new and important content onto the site for members.

On March 3 each year the World Health Organization sponsors World Hearing Day to raise awareness on how to prevent deafness and hearing loss and promote ear and hearing care across the world. Our client, the **Hearing Industries Association**, coordinates with seven other hearing/audiology organizations to produce a web site, public service announcements and other related material in support of World Hearing Day. This year's web site is available at [HearWellStayVital.org](#). The client worked with a branding/public relations firm on the entire campaign; the PR firm turned the assets over to us to build the new look-and-feel.

The **American Porphyria Foundation** co-sponsors a Symposium every two years. This year's theme is Heme Biosynthesis and the Porphyrias 2020. PODI has been managing and updating the main [PorphyriaFoundation.org](#) site for the past year; this year we were tasked with building the micro-site for the 2020 symposium, at [PorphyriasSymposium.com](#). In addition to providing information about the Symposium, registrations will be handled through two PODI-built forms and processed by Authorize.net.

Thanks for reading!

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