

SAMPLE WEB SITE SLIDERS

The following images appeared at different times on the NHBAR.ORG home page to generate traffic to both the live and on-demand event. (We didn't tell people about the on-demand option until after the live event. We also wanted to encourage members who'd attended the live event to "watch it again!" on their own schedule.) Each piece of artwork requires space on the left and right for navigation arrows and a space for an action button.

What made this promo tool particularly and unexpectedly challenging was that two days before the live event, a moderator had to drop out. (She'd recently been appointed to the Biden administration and couldn't timely obtain approval to participate.)

