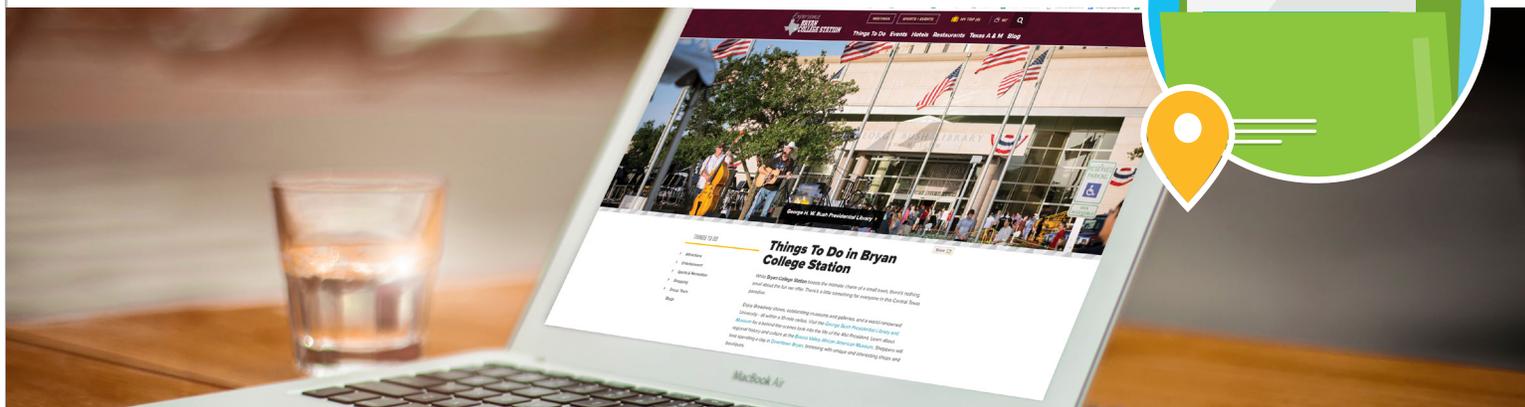


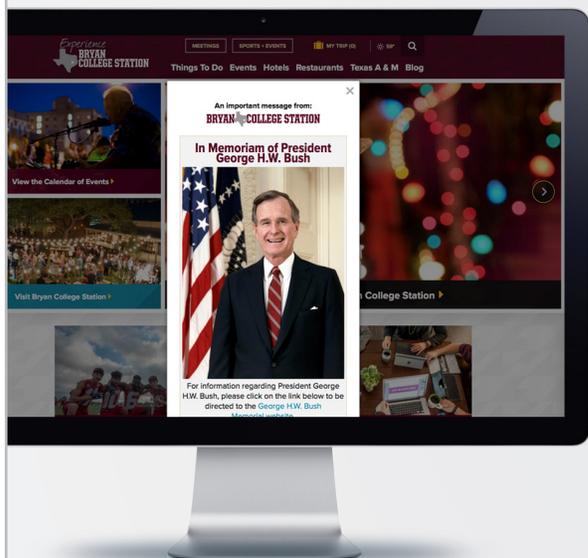
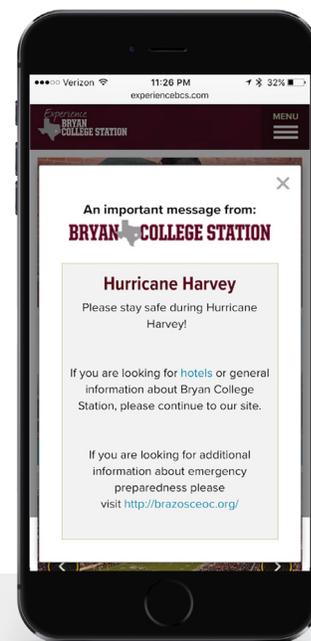
CMS USE CASE: Bryan College Station



INTRODUCING THE SPECIAL ALERTS MODULE

Of the 45+ modules available to users in our Simpleview CMS, the Special Alerts Module is one of the most unique. The Special Alerts Module is a web module that allows users to easily alert website visitors with pop-up messages. Users can choose to display the alert across every page on their website, or choose to target specific pages within the site. Special Alerts Modules are easy to set up and can be saved as drafts for later use.

Most DMOs choose to use the module for weather-related alerts, from bad storms to natural disasters, alerting website visitors to the possibility of traffic delays or other inconveniences. Back in 2017, the module was used by several DMOs to notify travelers about Hurricane Harvey, proposing alternate routes for travel and evacuations and assisting in the distribution of emergency supplies.



PAYING TRIBUTE

These alerts aren't just for weather-related issues, however. Recently, the team at Experience Bryan College Station (BCS) utilized the module when they found themselves in a unique situation after the passing of President George H.W. Bush.

The Bryan-College Station (Texas) area was a second home for President Bush and former First Lady Barbara Bush after leaving the White House, and now serves as home to the George H.W. Bush Presidential Library Center.

In the wake of his passing, the team at Experience BCS worked with the Library and National Archives and Records Administration to coordinate the dissemination of information regarding the museum and funeral services.

In this effort, they discovered a creative and innovative way to quickly disperse information to the thousands of people who would be searching for it.

Experience BCS decided to use the Special Alerts Module to create an alert that would redirect traffic from the DMO's website to the Presidential Library website. This way, users who came to the site in search of details on President Bush's services would be able to easily locate and access the information, eliminating the need to search through multiple pages to find what they were looking for.

Because the module was saved as a draft, the team was able to react efficiently after the news broke. They quickly published the alert in the early hours of the morning, ensuring that it was live when the public began to react to the news of the president's passing.



Prior to their passing, I reached out to the George H.W. Bush Archives to get an approved photo to include in the alert. I then reached out to their communications director to get the correct wording and landing page to associate with the alert. Since the alert has the capability to build it out prior and then publish when the time comes, we were prepared when we heard the unfortunate news.



– Madeleine Russell | Experience BCS Marketing Manager

COMING TOGETHER TO CELEBRATE A LEGACY

The team at Experience BCS was more than pleased with the module's performance, noting its ability to communicate the alert front and center on every page of their site. "No matter what landing page their browser may have chosen to send them to on our site, the alert was still shown as soon as they visited the page," said Russell.

In this way, and many more, the Experience BCS team takes pride in themselves and their community for coming together to celebrate the Bush family legacy. As part of the Volunteer Organization Aiding in Disaster Committee, the DMO plans to continue using the module in the future to efficiently spread information to the citizens of Bryan and College Station and beyond.

To learn more about the Special Alerts Module, please contact our Account Services team at accountmanagers@simpleviewinc.com or call 520.575.1151.

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