



Member Record
Partner Extranet Instructions
<http://partners.visitomaha.com>

Omaha Convention & Visitors Bureau
1001 Farnam St Omaha, NE 68102
www.visitomaha.com

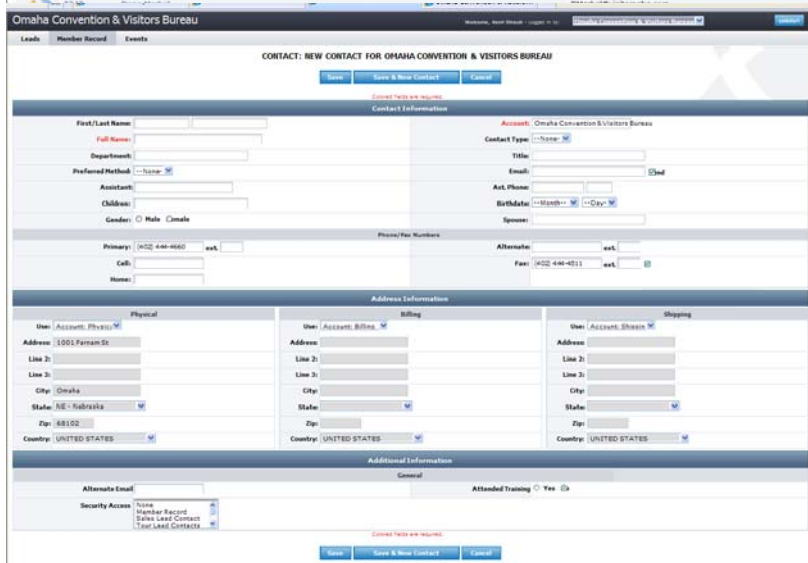
Viewing Your Member Record:

You can view five items under your Member Record:

1. Contacts
2. Listings (Website and Visitors Guide)
3. Web (Coupons/Special Offers)
4. Listing Images
5. Amenities
6. Benefits Summary

Contacts:

1. To update your contact records, edit the current contact under your listing by clicking the edit/pencil icon to the left of the contact
2. To add a new Contact, click the “Add New Contact” button
3. When adding a new contact, please select the appropriate “security access” for that individual (if they can respond to leads, make changes to your member record and add/edit events)



Listings:

1. In order to update your listing, click the “Edit” icon to the left of the appropriate listing.
2. You will then be able to change your description.
3. Your changes will be pending until a representative of the OCVB goes in and approves them (within two business days).



Editing a Listing:

1. There are three types of listings:
 - a. Website – for the Visitor section of www.visitomaha.com
 - b. Visitors Guide – for the annual Guide we print
 - c. Services – for companies who provide services that complement our meetings held in Omaha (photographers, A/V companies, etc)
2. Contact Drop-down: This contact will be the main contact for your listing if we were to send a referral to a visitor or group
3. Address Type: Select “Physical” to display the main address on your account
4. Listing: Enter your descriptive text for your venue. There is a 400 character limit and it will tell you how many you have remaining
5. Listing Details: This information will pull in from your Account Detail, however by clicking the “Overwrite” box next to each field you may replace it with alternate text
6. Website Notifications: Enter any email addresses you would like to be notified with website listing view updates (how many times it has been viewed).
 - a. You may select pre-set intervals or enter a desired one
7. Additional Information: This area allows you to set your own Meta Tags, Meta Titles and Meta Description for search engines to search off of, as well as what will display in the browser title bar
8. Click the “Save” button when you are finished making any changes
9. When you return to your listing screen, you will be able to tell that your listing changes are pending by seeing that the far left icon is no longer greyed out but blue and yellow

Listing Information

Type: Web Site

Company: Omaha Convention & Visitors Bureau **Contact:** --None--

Category: General **Address Type:** Account: Physical

SubCategory: General

Listing: The Omaha Convention and Visitors Bureau helps visitors find information about Omaha.

You have 315 out of 400 characters left

Listing Details

Field	Overwrite?	Account Value	Overwrite with...
Company:	<input checked="" type="checkbox"/>	Omaha Convention & Visitors Bureau	Omaha Convention & Visitors Bureau
Company (sort):	<input type="checkbox"/>	Omaha Convention & Visitors Bureau	
Address Line 1:	<input checked="" type="checkbox"/>	1001 Farnam St	1001 Farnam St
Address Line 2:	<input type="checkbox"/>		
Address Line 3:	<input type="checkbox"/>		
City:	<input checked="" type="checkbox"/>	Omaha	Omaha
State:	<input checked="" type="checkbox"/>	NE	NE
Zip:	<input checked="" type="checkbox"/>	68102	68102
Country:	<input checked="" type="checkbox"/>	UNITED STATES	
Email:	<input type="checkbox"/>		
Web Site:	<input checked="" type="checkbox"/>	www.visitomaha.com	www.visitomaha.com
Primary Phone:	<input checked="" type="checkbox"/>	(402) 444-4660	(402) 444-4660
Alternate Phone:	<input type="checkbox"/>		
Fax:	<input checked="" type="checkbox"/>	(402) 444-4511	(402) 444-4511
Tollfree:	<input type="checkbox"/>		

Website Notifications

Email to Notify: kstraub@visitomaha.com

(You can add multiple email addresses by separating them by semi-colons)
(Example: Joe@msa.com;fred@aol.com;...)

Interval:

Never
 Every 250 Hits
 Every 500 Hits
 Every 100 Hits

Additional Information

General

Meta Title:

Meta Keywords:

Meta Description:

Colored fields are required.

Coupons/Special Offers:

1. To create a new special offer to be included on visitomaha.com, click on the “Web” tab
2. Any past offers you have posted will be listed in this screen
 - a. You can filter them so that only the pending coupons show
 - b. They can also be sorted by column/feature

Omaha Convention & Visitors Bureau

ACCOUNT DETAIL: OMAHA CONVENTION & VISITORS BUREAU

Account Information

Account ID: 75872
Account: Omaha Convention & Visitors Bureau
Account (parent): Omaha Convention & Visitors Bureau
Parent:
Formerly:

Status: Active
Region: Downtown
Email:
Web Site: www.visitomaha.com

Phone/Fax Numbers

Primary: (402) 444-4660
Tollfree:
Alternate:
Fax: (402) 444-4511

Address Information

Physical Address: 1001 Farnam St
Omaha, NE 68102
UNITED STATES
Billing Address: -None-
Shipping Address: -None-

Additional Fields

Contacts Listings Web Amenities Benefits Summary

Coupons

Filter: All Coupons --Any Type--

Action	Offer Title	Pending	Redeem Start	Redeem End	Post Start	Post End
	Shop Online and Save!	No	05-24-2007	06-24-2007	05-14-2007	06-24-2007
	test coupon	No			04-01-2009	04-15-2009

3. To add a new coupon, click on the “Add New Coupon” button

Save Save & New Coupon Close

Colored fields are required.

Coupon Information

Offer Title:
Offer Link:
Offer Text:

Coupon Dates

Redeem From: Redeem To:
Post From: Post To:

Coupon Categories

Available Selected
Attractions --None--

Add To Listing(s)

Omaha Convention & Visitors Bureau (Web Site: General: General)
 Omaha Convention & Visitors Bureau (Services: DMGs: DMGs)

Colored fields are required.

Save Save & New Coupon Close

4. Complete the fields on the form
 - a. Offer Title
 - b. Offer Link (if you have a page on your site that specifically details this offer)
 - c. Offer Text – Description/details of the offer – include benefits, price, restriction dates and how to redeem offer if applicable
 - d. The “Redeem From” & “Redeem To” Dates – these will print on the coupon as dates which the coupon is valid (expiration date is required)
 - e. The “Post To” and Post From” Dates – determined by you, your coupon will only show up on the website during these dates – it will

- automatically be removed on the day after the “Post From” date
(*please limit dates to no more than 12 months*)
- f. Select the category of your listing and move it over to the right hand column (Attractions in the sample above)
 - g. Click the box next to the listings that you want your coupon to be attached to
 - h. Click “Save” to submit the coupon to the CVB for approval
5. Upon approval, your offer will appear on your individual listing, as well as on a page listing all Coupons/Special Offers that our partners have available (www.visitomaha.com/coupons)
 6. Visitors can then print the coupon that you have available, and bring it to your venue
 7. To edit the coupon, you just need to click on the “Edit” link to the left of your coupon, and make the desired changes

Listing Images

To attach an image to your listing(s), click on the Web tab, and then the Media tab. If you have any images already uploaded you will see them there. To add new images:

1. Click on the “New Logo/Image” button on the right hand side of the screen

2. For your main thumbnail, choose “logo” for type; for secondary images choose “image” for type
3. Enter the Title of the photo you are uploading
4. Browse to find the file on your computer (make sure files are RGB, under 1MB in size and jpg or png types)
5. Click the box to the left of the listings you would like the image to appear on (Visitors Guide listings do not apply)
6. Click save to save your image to your account

Add Youtube Video

You can also add a Youtube video to your listing within the Media tab

1. Click on the “New YouTube” button to the right of the “New Logo/Image” button

New YouTube & Visitors Bureau Welcome, Kerni Straub - Logged in for

MEDIA: NEW MEDIA FOR OMAHA CONVENTION & VISITORS BUREAU

Save Save & New Media Close

Colored fields are required.

Media Information

Type: YouTube

Title:

YouTube Link:

Add To Listing(s)

Omaha Convention & Visitors Bureau (Web Site: General: General)

Omaha Convention & Visitors Bureau (Services: DMOs: DMOs)

Colored fields are required.

Save Save & New Media Close

2. Add a title for your video, and then copy the link to your YouTube video from YouTube’s website
3. Check the boxes for the online listings you wish to have the video show on (Visitors Guide listings do not apply)
4. Click “Save” and your video will be entered into the system

Amenities

There are several sub-tabs under this section that you can use to promote your venue

7. General (hours, season, etc)
8. Amenities – (used for hotels – details the various amenities on-site)
9. Menu (used for restaurants)
10. Rental – if you have rental space on site you can enter that here
11. What’s New – allows you an opportunity to feature any renovations, new features, press releases, etc

Benefits Summary:

There are three items you can currently view under the Benefits Summary tab (the items grayed out are not currently being utilized, but will be at a future date):

1. Inkind/Expenses
2. Leads
3. Services
4. Events (not used at this time)
5. Articles
6. Web Site
7. Coupon Hits
8. Advertising Opportunities (not used at this time)

Inkind/Expenses:

1. You can filter by Inkind or Expenses, as well as what department they tie to
2. The Expenses section shows you where the OCVB has taken a client to your venue; You can see which department went there, the date, and how much was spent at your facility
3. The Inkind section shows if you have donated your services to the OCVB, and which department was helped



Leads:

1. The Leads section shows the following for hotels, in response to Convention Sales and/or Group Tour and Media/PR Leads distributed to them:
 - a. Number of Leads Pending
 - b. Number of Assists
 - c. Number of Leads Won
 - d. Number of Leads Lost to another City
 - e. Number of Leads Lost to Another Property
 - f. Number of Leads Won, but Cancelled

The screenshot shows a software interface with a navigation bar at the top containing 'Contacts', 'Listings', 'Web', 'Amenities', and 'Benefits Summary'. Below this is a sub-menu with 'Inkind/Expenses', 'Leads', 'Services', 'Events', 'Articles', 'Web Site', and 'Coupon Hits'. The 'Leads' section is active, showing a 'Date Range' of '01-01-2010 to 12-31-2010' and a 'Refresh' button. A red message states: 'Click on any section in first column to see a detailed report'. The data is presented in three sections:

Meeting Sales		
Total Number of Leads Sent	4	-
Number of Leads Pending	2	50.00%
Number of Assists	0	0.00%
Number of Leads Won	0	0.00%
Number of Leads Lost to Another City	0	0.00%
Number of Leads Lost to Another Property	0	0.00%
Number of Leads Won, but Cancelled	0	0.00%

Group Tour		
Total Number of Leads Sent	13	-
Number of Leads Pending	11	84.62%
Number of Assists	0	0.00%
Number of Leads Won	0	0.00%
Number of Leads Lost to Another City	1	7.69%
Number of Leads Lost to Another Property	1	7.69%
Number of Leads Won, but Cancelled	0	0.00%

Media/PR		
Total Number of Leads Sent	0	-
Number of Leads Pending	0	-
Number of Assists	0	-
Number of Leads Won	0	-
Number of Leads Lost to Another City	0	-
Number of Leads Lost to Another Property	0	-
Number of Leads Won, but Cancelled	0	-

2. If one of the breakouts is underlined, you can click on it to view details – the specific leads that fall under that definition

Services:

1. This section allows you to see how many times your listing was referred to someone through the various categories
2. It also allows you to see how many Service Requests were sent to your property to assist with Meeting Sales, Group Tour or Media/PR related requests
3. These items are also converted into reports when you click on them

The screenshot shows a software interface similar to the one above, but with the 'Services' section active. It displays a 'Date Range' of '01-01-2010 to 12-31-2010' and a 'Refresh' button. A red message states: 'Click on any section in first column to see a detailed report'. The data is presented in several sections:

Meeting Sales		
Number of Service Requests Sent	0	-
Number of Service Requests Won	0	-
Number of Partner Referrals	0	-

Group Tour		
Number of Service Requests Sent	0	-
Number of Service Requests Won	0	-
Number of Partner Referrals	0	-

Consumer		
Number of Partner Referrals	0	-

Media/PR		
Number of Service Requests Sent	0	-
Number of Service Requests Won	0	-
Number of Partner Referrals	0	-

Miscellaneous		
Number of Partner Referrals	0	-

Partners		
Number of Partner Referrals	0	-

Articles:

1. Under the Articles tab, you can view if your property has been included in any articles that have been generated in publications, due to the efforts of the OCVB
2. The article date, title, author, medium and circulation (if known) are all shared in this tab

Article Date	Headline	Journalist	Medium	Circulation
THERE ARE NO MATCHING RECORDS FOR THIS VIEW.				

Website & Coupons:

1. Under the Website & Coupons tabs, you can view the following:
 - a. How many times your listing or coupon has been viewed during the specified dates (you can view month-by-month by using the drop-down menus as seen below)
 - b. How many times your listing or coupon has been viewed since it was created for our site (May 16, 2007 below)

Category	Listing Views	Listing Click-thrus	Viewed Since
Omaha Convention & Visitors Bureau - General/General	3	0	This listing has been viewed 519 times since May 16, 2007
Omaha Convention & Visitors Bureau - DMOs/DMOs	1	0	This listing has been viewed 6 times since October 2, 2009