



## Welcome to the Albany County Convention & Visitors Bureau!

As a partner organization of the ACCVB, you have an opportunity to make a substantial impact on the hospitality industry here in Albany County.

You have access to a hard-working team of professionals who are committed to marketing Albany as a premier meeting, event, and recreation destination. We are here to help your business capitalize on tourism spending.

This document contains important information to help guide you through the Partnership Program. The information below may change over time, and updates will be communicated through our monthly Partner Newsletter, email communication, and in-person. Please keep a watchful eye for these communications as they are important in keeping you informed on the ACCVB and our industry.

If you have any questions or would like to discuss new opportunities for your organization, we encourage you to reach out to a member of our Partnership Team. Staff contacts are located on the next page.

### Next Steps...

#### 1. Read the following information

The information in these pages are very important to getting the best “bang for your buck.” Make sure to read the information carefully and let us know if you have any questions; we’re here to help!

#### 2. Share with your staff

Be sure your key staff members understand this information, as well. They can help update your listings, add special offers, and respond to sales leads.

#### 3. Get Involved

Want to make a real impact? Ask us how you can get involved with the ACCVB to spread your message more. Some examples may include traveling with us to trade shows, becoming more visible online and in the Visitors Guide, hosting a meeting at your venue, and much more!

The ACCVB relies on our partners to be active participants in making Albany a premier meeting, event, and recreation destination.

#### 4. Contact Us

Feeling confused? Can’t find your password? Looking to share a compliment? Any member of our staff is willing to help! Continue to the next page to find out how to best contact us.



## Staff Contacts

### Partnership Team

The Partnership Team is here to serve you when you have questions, need assistance, or are looking for new ways to get involved. Of course, all members of the ACCVB staff are willing to help should you prefer to speak with someone specific.

**Lisa Flatley** | Assistant to the President/Partnership Coordinator

518.434.1217 ext. 207 | [lflatley@albany.org](mailto:lflatley@albany.org)

Area of Expertise: General Inquiries, Billing

**Kathy Quandt** | Director of Operations

518.434.1217 ext. 213 | [kquandt@albany.org](mailto:kquandt@albany.org)

Area of Expertise: Partner Extranet, Website Listings

**Schuyler Bull** | Director of Marketing

518.434.1217 ext. 203 | [sbull@albany.org](mailto:sbull@albany.org)

Area of Expertise: Website, Visitors Guide, Social Media

A full staff directory may be found at  
[www.albany.org/staff](http://www.albany.org/staff)



## Partner Extranet Manual

The ACCVB utilizes this Customer Relations Management (CRM) tool that handles all back-end operations for the Bureau, including lead tracking, website updates, reporting, membership, and much more. This is the go-to place for important partner information, so be sure to check it often. Depending on your User Roles, you may have access to only certain areas of the Extranet. The following is a brief overview of the entire Extranet.

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## Log-In Information

Extranet URL: <http://extranet.albany.simpleviewcrm.com>

*HINT: Copy and Paste this URL into your browser and bookmark it for future reference!*

Please use the username (your email address) and password provided in the email from [accvb@albany.org](mailto:accvb@albany.org) to log-in to the Extranet. You will immediately be prompted to enter a new password.

If you ever forget your password, please email Lisa Flatley, Partnership Coordinator, at [lflatley@albany.org](mailto:lflatley@albany.org) with the subject line: Extranet Password Reset. You will then receive an email containing a new temporary password.

The screenshot shows the website's navigation menu on the left, including sections like 'About', 'Partners / Members', and 'Partnership'. The main content area features a large image of the convention center and a 'Partnership' section with introductory text. A 'Log In' button is highlighted with a red arrow pointing to it from the right.

You may also log in to the Extranet via [www.albany.org/partners](http://www.albany.org/partners).

**Albany County Convention & Visitors Bureau Extranet Login**



Username:

Password:

Remember Username:

[Forgot Password?](#)



## Member Record

This section contains all of your account information, phone/fax numbers, address, and additional information as it appears on the website. If this information needs updating, please contact Lisa Flatley, Partnership Coordinator, at 800-258-3582 or [lflatley@albany.org](mailto:lflatley@albany.org) with the subject line: Partner Information Update.

Albany County Convention & Visitors Bureau

Welcome, Schuyler Bull - Logged in to: Albany County Convention & Visitors Bureau

Logout

Leads Member Record Occupancy Service Requests Reports Partner Bulletins

ACCOUNT DETAIL: ALBANY COUNTY CONVENTION & VISITORS BUREAU

Account Information

Account ID: 906	Status: Active
Account: Albany County Convention & Visitors Bureau	Region: --None--
Account (sort): Albany County Convention & Visitors Bureau	Email: <a href="mailto:info@albany.org">info@albany.org</a>
Parent:	Web Site: <a href="http://www.albany.org">www.albany.org</a>
Formerly:	

Phone/Fax Numbers

Address Information

Additional Fields

General

meeting description: The Albany County Convention & Visitors Bureau (ACCVB) was incorporated in 1976 to promote the New York State Capital as a destination for visitors and convention delegates. ACCVB has been assisting meeting specialists for more than 25 years, acting as a community concierge.

## Update Contacts

To update your organization/property contacts, scroll down below Additional Fields (seen in the screen capture above) and click the Contacts tab on the left. Your current contacts are listed below. To update their information, click on the Pencil Icon beside their name, enter in all applicable information, and click Save.

To add a new contact, click the blue Add New Contact button seen at the right of the screen capture above. Enter all applicable information and click Save.

Contacts Listings Web Amenities Benefits Summary

Add New Contact

Filters: --Any Type--

Action	Contact ID	Contact Name	Title	Email	Phone	Type
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To access contacts, click the Contacts Tab.

To Edit Contacts, click the pencil icon beside that person's name in the list.

To add a new contact, click the blue Add New Contact button to the right and follow the instructions.



## Update Listings

To update your website or Visitors Guide Listing, click the Listings Tab. Click the Pencil Icon to update an existing listing, or click the Add New Listing Button to add a new listing. Visitors Guide listings are limited to 125 characters. All listings are subject to approval before being added to the website.

A screenshot of a web application interface for managing listings. At the top, there are navigation tabs: "Contacts", "Listings" (which is active), "Web", "Amenities", and "Benefits Summary". On the right side of the "Listings" tab, there is a blue button labeled "Add New Listing". Below the tabs, there is a filter section with "All Listings" selected and a dropdown for "--Any Type--". A table displays a list of listings with columns for "Action", "Listing ID", "Type", "Category", "SubCategory", and "Listing". Two listings are visible: one with ID 1259 of type "Website" and another with ID 1311 of type "Visitors Guide". The "Listing" column contains descriptive text for each entry. At the bottom of the table, there is a pagination control showing "Page 1 of 1".

Action	Listing ID	Type	Category	SubCategory	Listing
	1259	Website	Business and Community Services	Business Associations	The Albany County Convention & Visitors Bureau (ACCVB) was incorporated in 1976 to promote the New York State Capital as a destination for visitors and convention delegates. ACCVB has been assisting m
	1311	Visitors Guide	Business & Community Services	Business Associations	Complimentary meeting & event planning services provided by local, experienced professionals who will save you time & money.

In this section, you also have the ability to create Website Notifications, allowing for an email to be sent to the person of your choosing notifying them that your listing has been seen (250, 500, XX) number of times.

## Update Web

This section allows you to update your company logo, photos, and Special Offers.

## Upload a Special Offer/Discount

If you would like to offer visitors a special offer or discount, you may add them here under the Web tab. Use the Add New Offer button to the right to add as many offers as you'd like. These will appear in the Special Offers section of the site, as well as on your listing detail page.

## Update Amenities

This section allows you to update your property amenities. Amenities are broken down into three categories:

1. General (e.g.: Fitness Center, Pets Allowed, etc.)
2. Meeting (e.g.: A/V Equipment, Fax, Screens, etc.)
3. Meeting Facilities (Square Footage, Capacities, etc.)
  - a. In the Meeting Facilities section, you have the ability to upload floor plans for your individual meeting spaces.

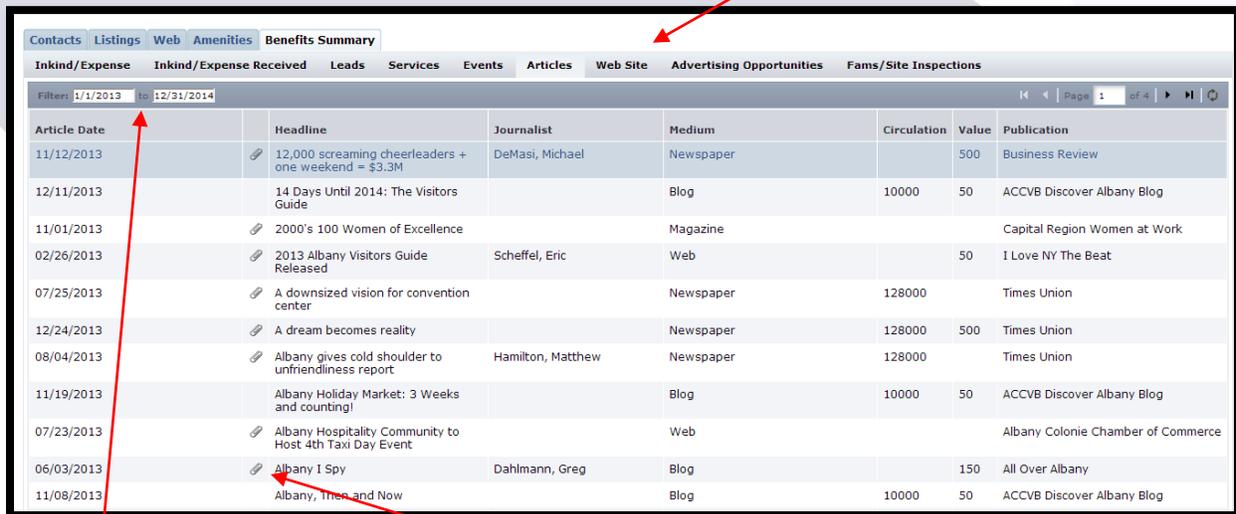
## View Benefits Summary

In this section, you can view a summary of all of the activity the ACCVB has completed that relates to and benefits your organization. **This is where your membership value is best calculated.**

This section allows you to view:

1. All leads sent to your organization
2. Service requests sent to your organization
3. Events your organization was listed in
4. Articles your organization was featured in
5. Website views
6. Advertising opportunities sent to your organization

Select from this menu what information you would like to view.



Article Date	Headline	Journalist	Medium	Circulation	Value	Publication
11/12/2013	12,000 screaming cheerleaders + one weekend = \$3.3M	DeMasi, Michael	Newspaper		500	Business Review
12/11/2013	14 Days Until 2014: The Visitors Guide		Blog	10000	50	ACCVB Discover Albany Blog
11/01/2013	2000's 100 Women of Excellence		Magazine			Capital Region Women at Work
02/26/2013	2013 Albany Visitors Guide Released	Scheffel, Eric	Web		50	I Love NY The Beat
07/25/2013	A downsized vision for convention center		Newspaper	128000		Times Union
12/24/2013	A dream becomes reality		Newspaper	128000	500	Times Union
08/04/2013	Albany gives cold shoulder to unfriendliness report	Hamilton, Matthew	Newspaper	128000		Times Union
11/19/2013	Albany Holiday Market: 3 Weeks and counting!		Blog	10000	50	ACCVB Discover Albany Blog
07/23/2013	Albany Hospitality Community to Host 4th Taxi Day Event		Web			Albany Colonie Chamber of Commerce
06/03/2013	Albany I Spy	Dahlmann, Greg	Blog		150	All Over Albany
11/08/2013	Albany, Then and Now		Blog	10000	50	ACCVB Discover Albany Blog

Select a date range to view here.

In this Articles section, you can view the article by clicking the paper clip icon.



## Leads

This section will list any potential business leads that have been directed to your organization. This may include a conference requesting a block of room nights at a particular rate. Members will be able to review the leads and respond to the lead directly from this system. The leads are generated from the ACCVB Sales Department.

## Service Requests

This section lists any service requests directed to your organization. Partners will be able to review all requests and respond to them directly on the system. The service requests are generated from the ACCVB Services Department.

## Partner Bulletins

This section will house any general member announcements, such as upcoming Director of Sales (DOS) meetings, Member-Only Events, Industry News, and more. Check back often for important announcements.

## Convention Calendar

To access the Convention Calendar, select the Reports tab at the top of the webpage. Under Bureau Reports, you will see Convention Calendar Report. Click the title to view the report.



Once open, you may select to view a specific date range and if you would like to view the calendar in a printable view or if you would like to create a PDF to save. **PLEASE REMEMBER: This information is updated on a regular basis, so please check back often to ensure you have the most updated information.**





## Thank you

We thank you for becoming a partner of the ACCVB and improving Albany as a premier meeting and travel destination.

Please do not hesitate to contact us with any questions. We're here to help!

- The Partnership Team and ACCVB Staff!



**ALBANY.**  
*An Amazing Discovery*

Albany County Convention & Visitors Bureau  
25 Quackenbush Square, Albany NY 12207  
(518)434-1217 | 1-800-258-3582 | fax: (518)434-0887  
[www.albany.org](http://www.albany.org) | [accvb@albany.org](mailto:accvb@albany.org)