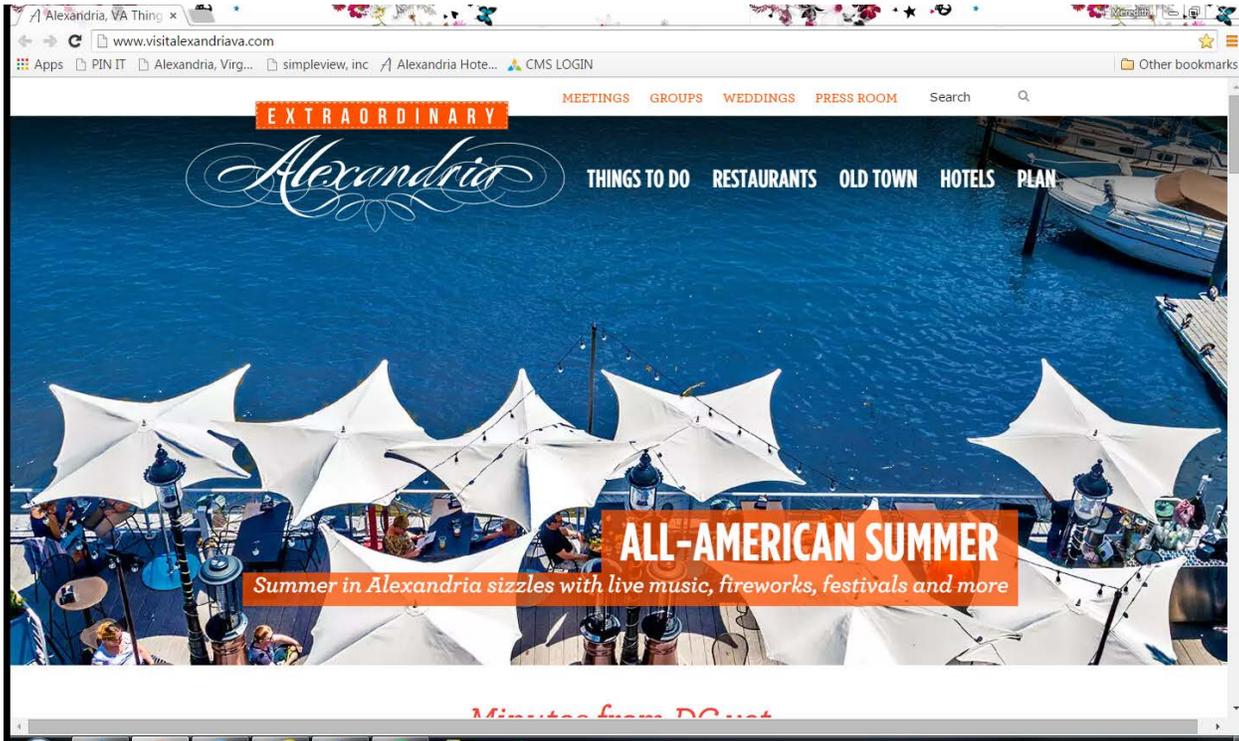
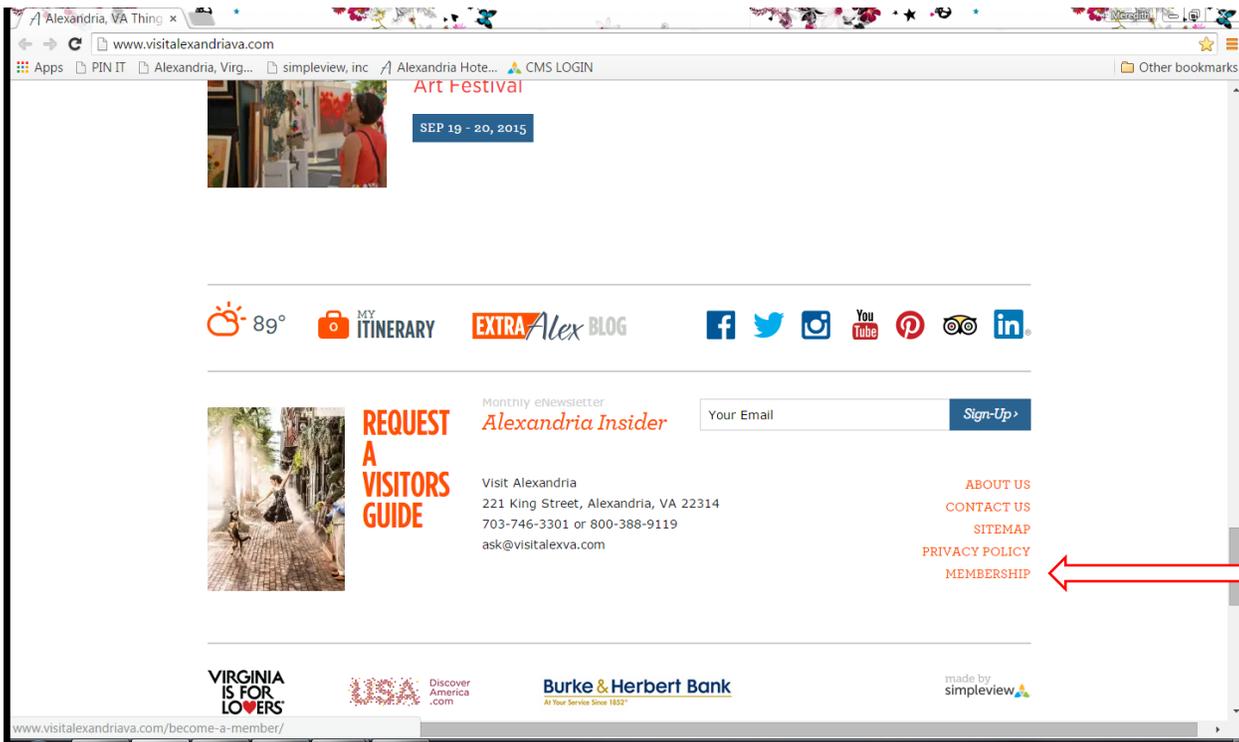


How to Update Your Information on the VisitAlexandriaVA.com Website

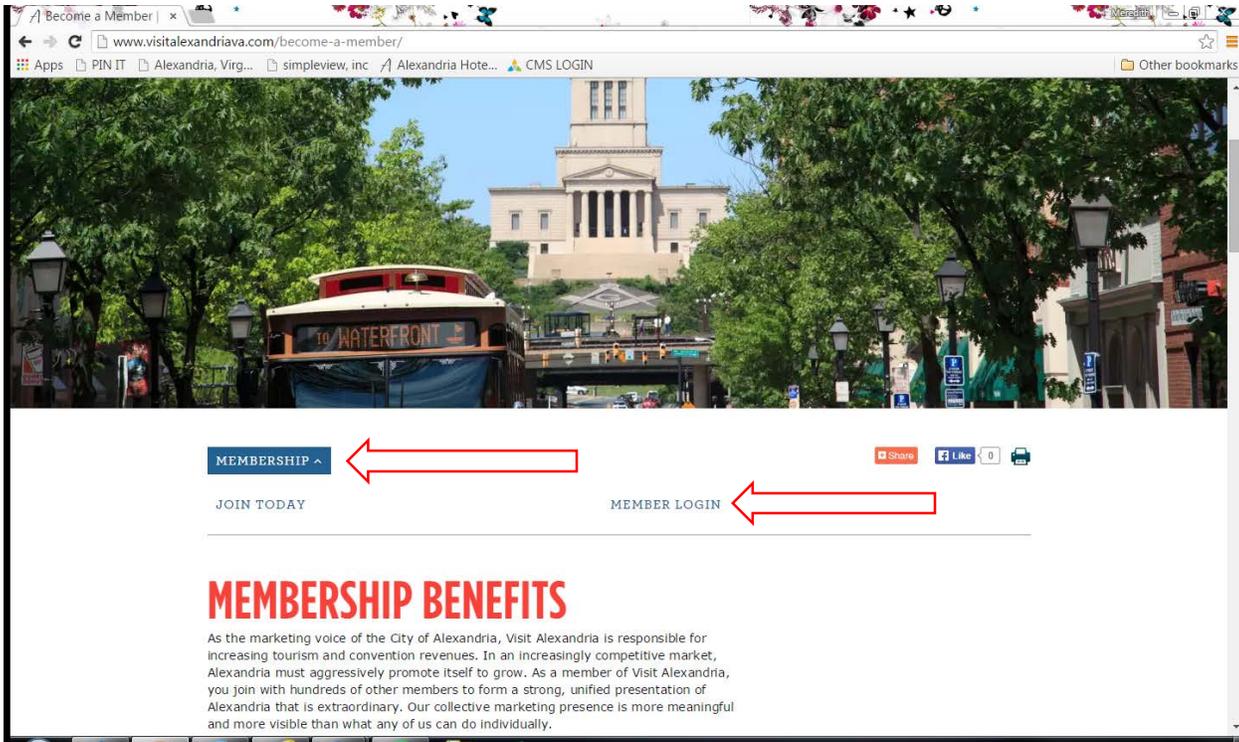
Go to VisitAlexandriaVA.com



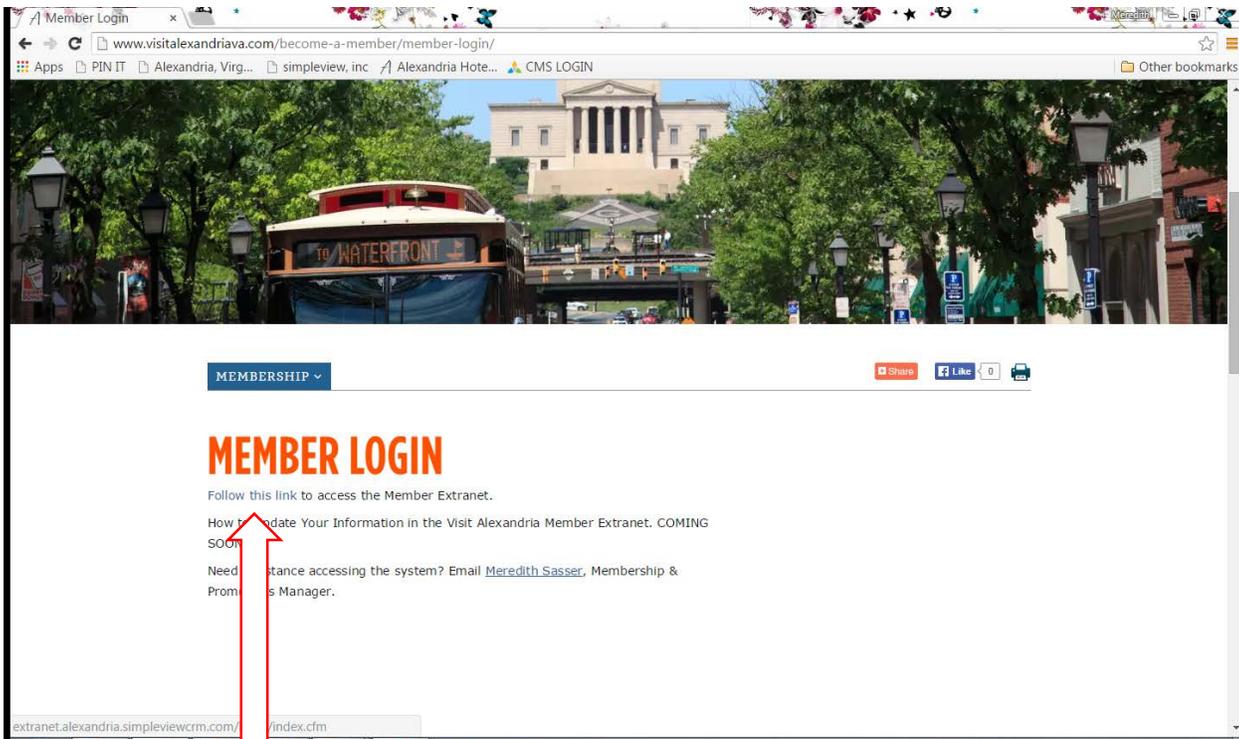
Scroll to the bottom of the page – find the MEMBERSHIP link in the bottom right-hand side of the page



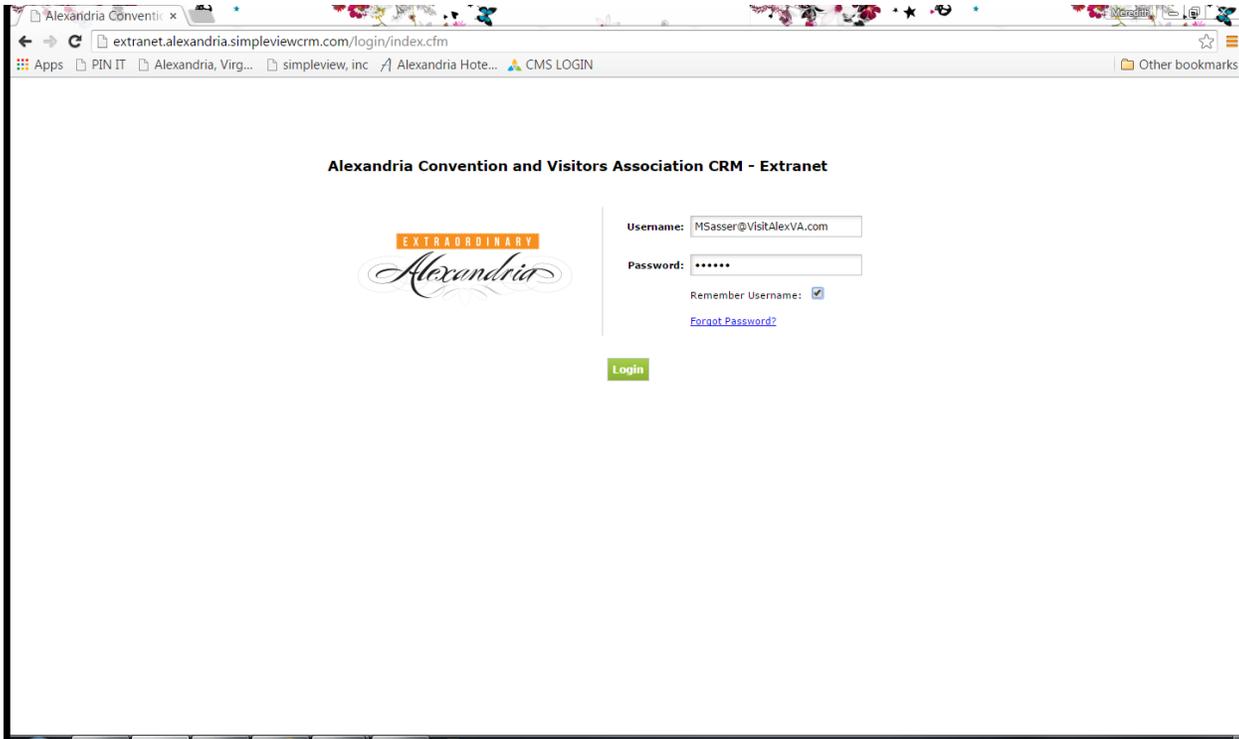
Click on MEMBERSHIP, then click the down arrow to reveal other page options. Click on MEMBER LOGIN



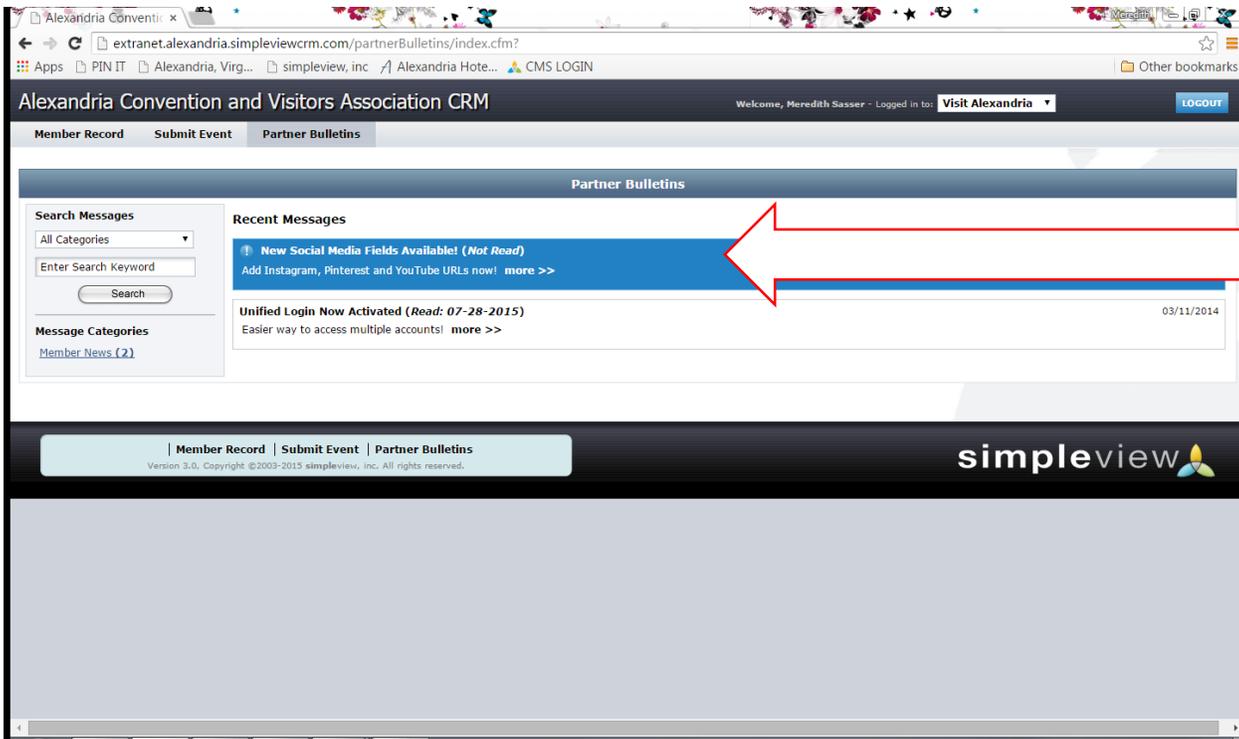
Click FOLLOW THIS LINK



Enter your Username & Password. Your email address is your Username. If you do not know these or need them reset, please email MSasser@VisitAlexVA.com



Once logged in, take a moment to see if there are any new PARTNER BULLETINS you have not read



To access Listings, Coupons and Images/Logos, click on MEMBER RECORD

Alexandria Convention and Visitors Association CRM

Welcome, Meredith Sasser - Logged in to: Visit Alexandria

Member Record | Submit Event | Partner Bulletins

ACCOUNT DETAIL: VISIT ALEXANDRIA

Account Information

Account ID: 330	Status: Active
Account: Visit Alexandria	Region: Old Town
Account (sort): Visit Alexandria (formerly ACVA)	Email:
Parent:	Web Site: www.VisitAlexandriaVA.com
Formerly:	

Phone/Fax Numbers

Primary: (703) 652-5369	Alternate:
Toll Free: (800) 388-9199	Fax:

Address Information

Physical Address	Billing Address	Shipping Address
625 N. Washington Street Suite 400 Alexandria, VA 22314 UNITED STATES	, VA UNITED STATES	, VA UNITED STATES

Additional Fields

General

Primary Category: Business Support | Green Facility: No

Business Listing Description

Contacts | Listings | Web | Amenities | Benefits Summary | Social Media

Add New Contact

Action	Contact ID	Contact Name	Title	Email	Phone	Type
	1951	Vito Fiore		VFiore@VisitAlexVA.com	(703) 652-5369	Primary
	1244	Claire Mouldoux		cmouldoux@visitalexva.com	(703) 746-3300	Primary

Under ADDITIONAL FIELDS, you will see the tabs for CONTACTS | LISTINGS | WEB, etc. Click on each tab to made edits to the information that appears on the VisitAlexandriaVA.com website. When editing your listings, please ensure that each description matches the specific CATEGORY it appears in. NOTE: Once an edit is made, it comes to our office for proofing/approval. Most changes appear on the live site within two business days

Alexandria Convention and Visitors Association CRM

Welcome, Meredith Sasser - Logged in to: Visit Alexandria

Member Record | Submit Event | Partner Bulletins

ACCOUNT DETAIL: VISIT ALEXANDRIA

Phone/Fax Numbers

Primary: (703) 652-5369	Alternate:
Toll Free: (800) 388-9199	Fax:

Address Information

Physical Address	Billing Address	Shipping Address
625 N. Washington Street Suite 400 Alexandria, VA 22314 UNITED STATES	, VA UNITED STATES	, VA UNITED STATES

Additional Fields

General

Primary Category: Business Support | Green Facility: No

Business Listing Description

Contacts | Listings | Web | Amenities | Benefits Summary | Social Media

All Listings

Action	Listing ID	Category	SubCategory	Rank	Listing
	514	Business Support & Visit Alexandria Vendors	Business Support	Default	Visit Alexandria is a vibrant, growing organization that prides itself on strong ties to the Alexandria business and tourism communities.
		About Alexandria	Economic Development Partners	Default	Visit Alexandria is a non-profit membership organization supported by the City to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets. With more th
	969	Attractions	Alexandria Attractions	Default	Named for Scottish merchant and city-founder William Ramsay. Stop by for sightseeing brochures, attraction tickets, maps and gifts. Operndaily 9 -8; hours may vary seasonally. (Assistance

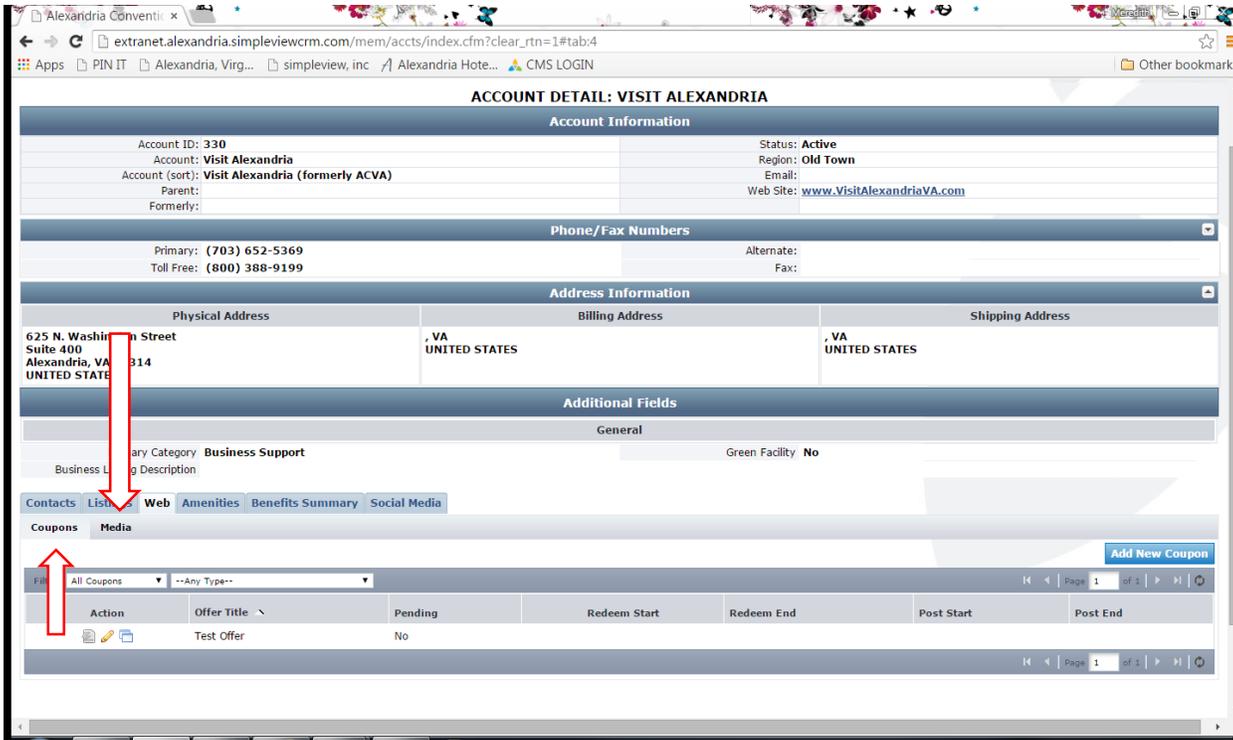
Member Record | Submit Event | Partner Bulletins

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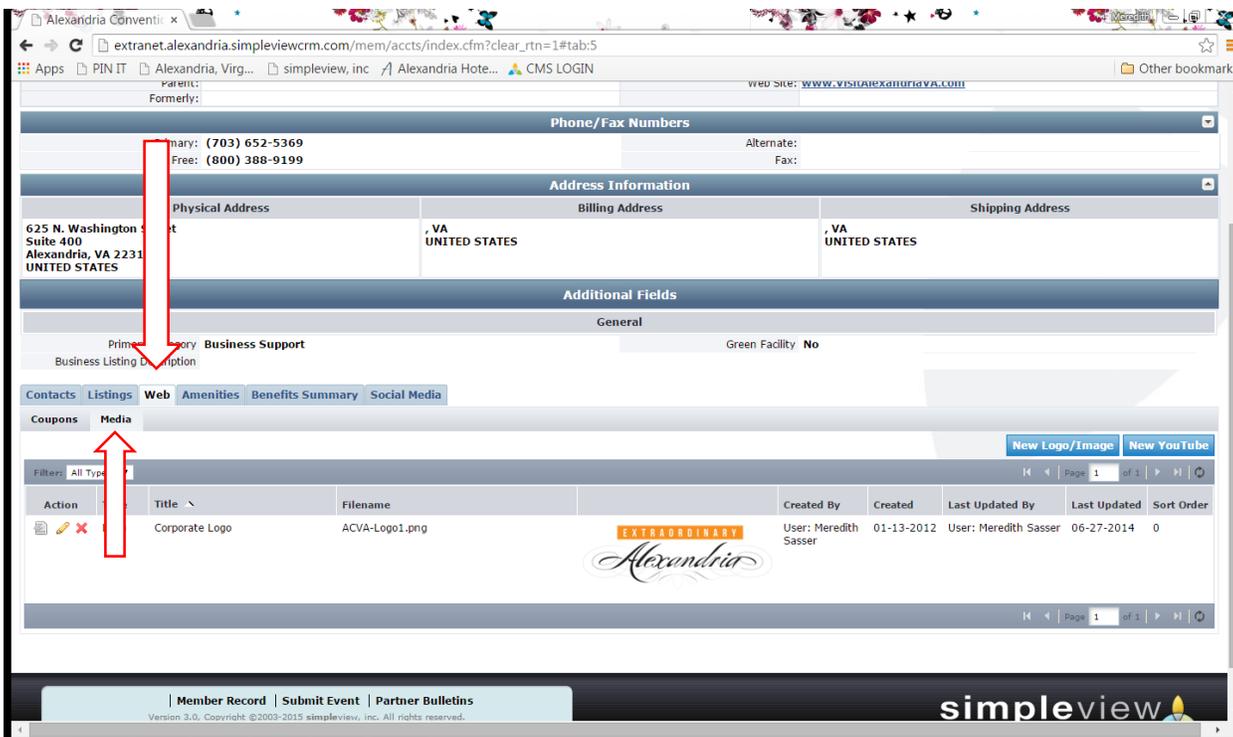
simpleview

extranet.alexandria.simpleviewcrm.com/mem/listings/index.cfm?action=form&listingID=514

Under the WEB tab you will find access to COUPONS (Special Offers) and MEDIA (Logos, Images). Coupons appear on the website as SPECIAL OFFERS or HOTEL PACKAGES. Follow the prompts to add these. You must have an image in your media “library” in order to attach an image to your Special Offer. See the instructions below for adding MEDIA. Follow the hint text and be as descriptive as possible. You can add Coupons/Special Offers at any point in the year. If you have a monthly Open House for example, you can add them all at once and use the Calendar function. Coupons are trackable in your Benefits Summary

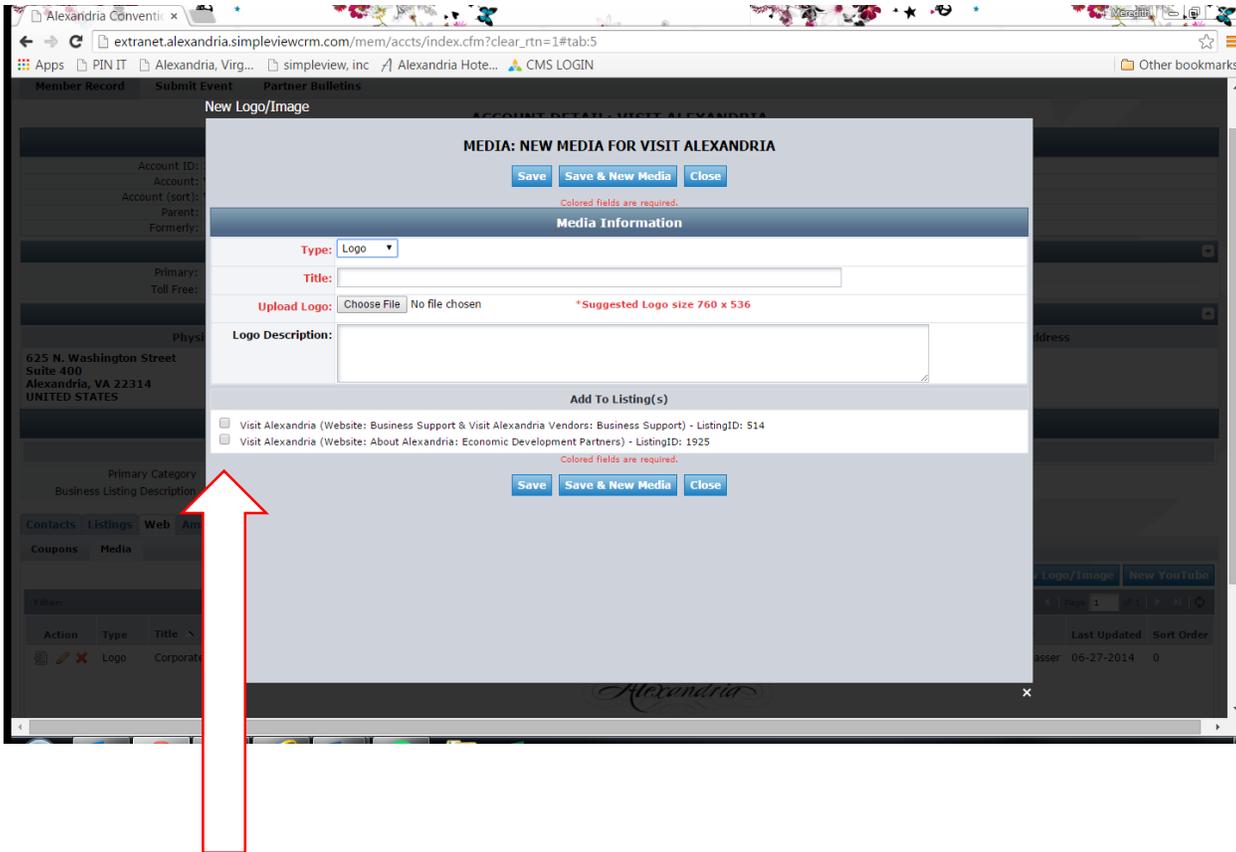


Under the WEB tab you will also see how to add MEDIA (logos and images)



Please note:

- For images, there are recommended sizes listed, please follow these specifications. In addition, the system will not accept any image file with special characters (&-* , etc.)
- The only file formats used should be .jpg or .png
- You may have several Images but only one Logo
- A good, clear TITLE is highly recommended as is using the LOGO DESCRIPTION field. These are beneficial to those searching online
- You can select as many checkboxes under ADD TO LISTING(S) as you'd like; this tells the system which listings to add that particular image to. You can select specific images to only appear on specific listings.



BENEFITS SUMMARY shows you how many times your listings have been viewed, how many clicks to YOUR website came from VisitAlexandriaVA.com as well as how many times someone clicked to make Reservations on the OPEN TABLE icon, if applicable

The screenshot shows the 'Benefits Summary' page for a business listing. The page is divided into several sections: 'Phone/Fax Numbers', 'Address Information', 'Additional Fields', and 'General'. The 'Benefits Summary' tab is selected, and it displays a table of statistics for two categories: 'Website/Business Support & Visit Alexandria Vendors/Business Support' and 'Website/About Alexandria/Economic Development Partners'. A red arrow points to the 'Benefits Summary' tab.

Category	Listing Views	Reservation Click-thrus	Listing Click-thrus
- Website/Business Support & Visit Alexandria Vendors/Business Support	0	0	0
- Website/About Alexandria/Economic Development Partners	35	0	0

SOCIAL MEDIA – please use these fields to enter your Social Media outlets

The screenshot shows the 'Social Media' page for a business listing. The page is divided into several sections: 'Phone/Fax Numbers', 'Address Information', 'Additional Fields', and 'General'. The 'Social Media' tab is selected, and it displays a form for entering social media outlets. A red arrow points to the 'Social Media' tab.

Field	Value
Facebook URL	<input type="text"/>
Instagram URL	<input type="text"/>
Pinterest URL	<input type="text"/>
Twitter URL	<input type="text"/>
Twitter Username	<input type="text"/>
YouTube Username	<input type="text"/>

To SUBMIT AN EVENT – use the tab at the top of the page next to Member Record

The screenshot displays the Alexandria Convention and Visitors Association CRM interface. At the top, the browser address bar shows the URL: `extranet.alexandria.simpleviewcrm.com/mem/calendar/index.cfm?clear_rtn=1`. The page header includes the site name "Alexandria Convention and Visitors Association CRM" and a user login status: "Welcome, Meredith Sasser - Logged in to: Visit Alexandria".

The main navigation bar contains three tabs: "Member Record", "Submit Event", and "Partner Bulletins". A red arrow points to the "Submit Event" tab, indicating it is the target for the user's action.

The main content area is titled "EVENTS - CURRENTLY 0 IN VIEW" and features an "Add New Event" button. Below this, there is a filter section with "Filters: All Events" and another "Add New Event" button. A table header is visible with columns: Action, Event ID, Title, Type, Account, Start Date, End Date, Location, Category, and Description. The table body is empty, displaying the message: "THERE ARE NO MATCHING RECORDS FOR THIS VIEW.".

At the bottom of the page, there is a footer with navigation links for "Member Record", "Submit Event", and "Partner Bulletins", along with the "simpleview" logo and version information: "Version 3.0. Copyright ©2003-2015 simpleview, inc. All rights reserved."

From there, follow the prompts on the screen.

NOTES:

- Use the Ctrl key to select multiple Event Categories
- Follow the Image guidelines listed. As with Listing images, special characters and certain files are not accepted and .jpg and .png files work best
- Once submitted, an event can take up to two business days to post – please plan accordingly
- You can post events throughout the year at any point – if you have an Annual event in December, you can post it in March or as soon as you know the date. THE EARLIER YOU POST THE BETTER!
- Images are not required but highly suggested

Alexandria Convention and Visitors Association CRM

Welcome, Meredith Sasser - Logged in to: Visit Alexandria

Logout

Member Record Submit Event Partner Bulletins

EVENT: NEW EVENT

Save Cancel

Colored fields are required.

Event Information

Title:	<input type="text"/>	Contact:	Meredith Sasser
Host Organization Listing:	<input type="text"/>	Priority:	--Choose One--
Host Organization Name:	Visit Alexandria	Select a Venue:	--Choose One--
Event Category:	African American Heritage Arts Festival Class/Workshop Civil War Culinary Dance 4-Legged Friends Great Date Ideas History & Heritage	Location:	Visit Alexandria
Event Admission:	<input type="text"/>	Address 1:	625 N. Washington Street
Email:	<input type="text"/>	Address 2:	Suite 400
Phone:	<input type="text"/>	Address 3:	<input type="text"/>
Event Website:	http://www.simpleviewinc.com	City:	Alexandria
Start Time:	04:00 PM	State:	VA
End Time:	08:00 PM	Zip:	Alexandria
Event Times:	e.g. 3PM on Tuesdays and 12PM on Thursdays		

The last Tuesday of the month is blocked out for Member training. Please email Meredith Sasser, MSasser@VisitAlexVA.com to set up your appointment.

Thank you!

-Meredith

Meredith Kirkpatrick Sasser
Membership & Promotions Manager