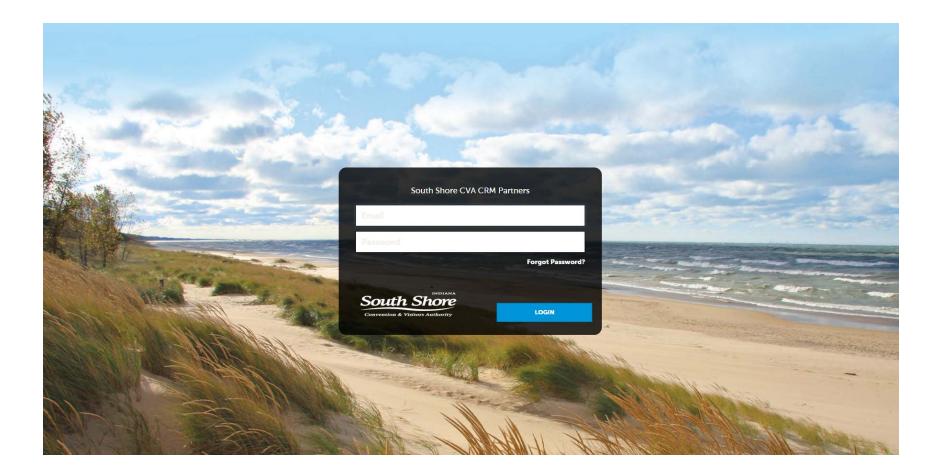
Partner Portal 4.0 User Instructions

Login Screen



Home Screen

South Shore CV	A CRM Partners		cnowak⊉southshorecva.com Logout	South Shore Convention & Visitors Authority
Gosser Corporate Sales Inc.	Branding Your Business Carporat Lop Wat & Insurfaced Products	PAY IT FORWARD Ionor employees who make a difference every day! CLICK HERE		125 LaSate St., South Holland, Illinois 338-3500 • www.imaarchitects.com
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At A Glance ሩ			See All Post Board	
2 Listing Views E Partner Bulletins	1 Listing Click Throughs	0 Offer Views	JMA Architects Allison Macicjowski 02/03/2016 A huge thank you to everyome success yesterday! The marke extremely valuable. It was gre- lust completed renovations? P	who helped make Partnership Summit 2016 a ting/tech talk and social media presentations were at meeting so many new people so many who had tosse keep JMA Architects in mind if you have any projects or new construction coming up! We are jouth Shore CBVA succeed!
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			PanoramaNOW Ms. Sue Baxter 02/03/2016 Did You Know that Panorama	NOW went Mobile with antirely Brand New Software?

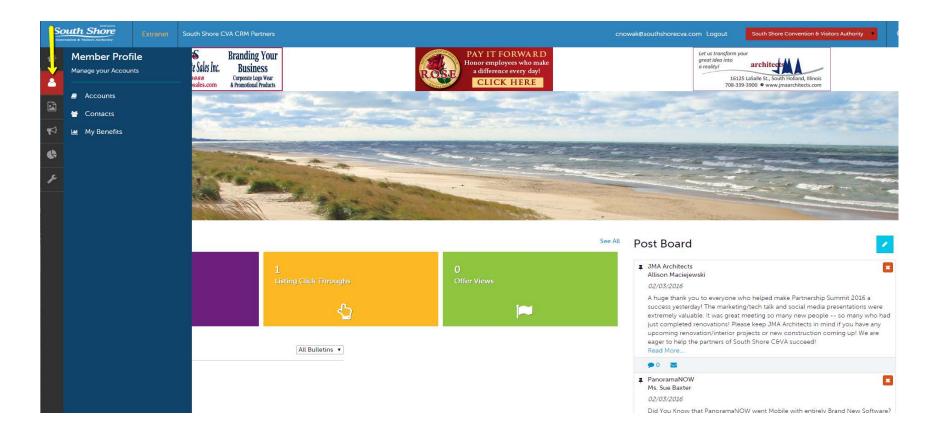
At A Glance is a brief view of your listing and special offers tracking. You can also click the **See All** link to the right to view more information about your property interaction with the CVA.

South Shore Convention & Visitors Authority	Extranet	South Shore CVA CRM Part	ners			cno	wak@southshorecva.com	Logout	South Shore Convention & Visitor	rs Authority 🔻	Q
	Gosser Co	Corporate Sales Inc. Busines Corporate Lago & Promotional Pr	S		PAY IT FORWARD Honor employees who make a difference every day! CLICK HERE		9	et us transform y reat idea into reality! 1611 708-33	our architects 9:3900 • www.jmaarchitects.com		
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Partner E	Bulletins		All Bulletins 🔻				Read More	arthers of 50	un shore cova succeed:		
							PanoramaNOW Ms. Sue Baxter 02/03/2016				

Post Board allows you to communicate with other properties in your destination. By clicking on the caption bubble icon, you can **reply to a post**. You can also email the poster by clicking the mail icon.

South Shore Countries & Name and Shore C	VA CRM Partners	en	nowak@southshorecva.com Logout South Shore Convention & Visitors Authority • Q
Brandin Gosser Corporate Sales Inc. Busi 219-808-988 www.gossercorpsales.com & Promotio	ng Your ness Iag Waar nal Products	PAY IT FORWARD Honor employees who make a difference every day! CLICK HERE	Let us transform your great idea into a realityi 16125 LaSalle St., South Holland, Illinois 708-339-3900 • www.jmaarchitects.com
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	Mary and the second		
At A Glance		See All	
1	1	0	Post Board PanoramaNOW Ms. Sue Baxter
Listing Views	Listing Click Throughs	Offer Views	02/11/2016 It's Almost HERE! Send us Your Valentines Info! We have a separate Page just for Valenines DAY! WE expect alot of visits within the next few days! Send info to panoramanow@comcast.net
Partner Bulletins	All Bulletins 🔻		Thanks Susie Young Baxter
Partner News February 9, 2016 Partnership Summit Recap, Restaurant Week and more View Full			JMA Architects Allison Maciejewski 02/03/2016 A huge thank you to everyone who helped make Partnership Summit 2016 a
			success yesterday! The marketing/tech talk and social media presentations were extremely valuable. It was great meeting so many new people so many who had

Partner Bulletins are important notices, documentation, events, etc...

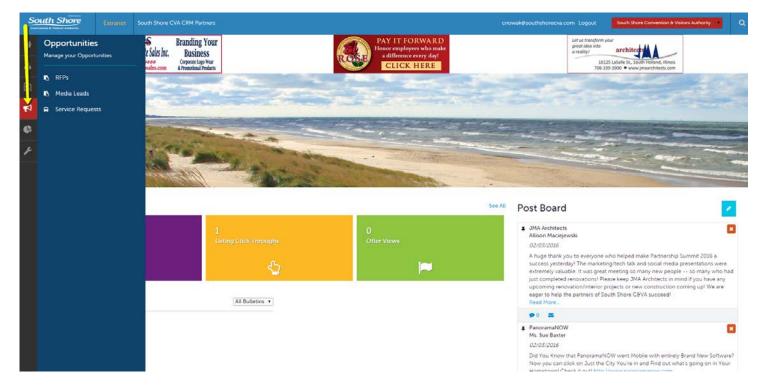


By clicking the Member Profile icon, you can view/edit your property information, contacts associated with your property and view information about your property interaction with the CVA. More on these options later in the PowerPoint.

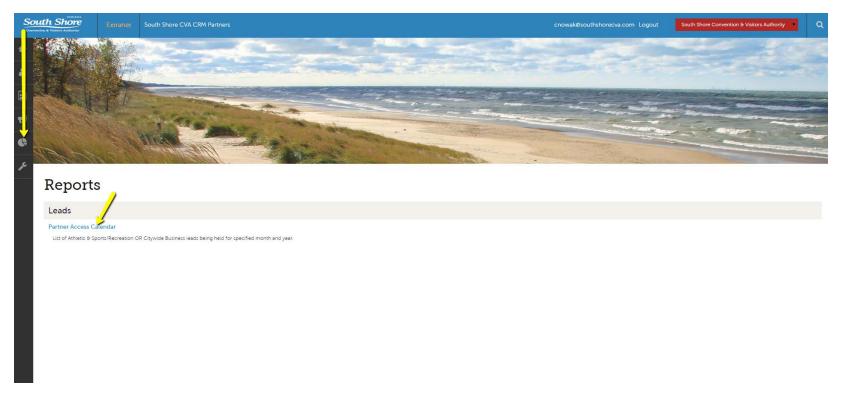
1	South Shore Extranet	South Shore CVA CRM Partners		owak@southshorecva.com Logout South Shore Convention & Visitors Authority C
1	Collateral Manage your Collateral	S Branding Your r Sules Inc. Business mass.com threadsate Threadsate Threadsate	PAY IT FORWARD Honor employees who make a difference every day!	Let us transform your grind date into a reality! 16125 Justale St, South Holand, Hinois 7003 375 5000 - www.jmarch/list.com
-> 🗗 🗠 🗡	 Listings Special Offers Media Occupancy Materials Requests 			705-337-300 * www.jmai/UnletS.com
		1 Listing Click Throughs	0 Offer Views	Post Board JMA Architects Allison Maclejewski 2/03/2016 A huge thank you to everyone who helped make Partnership Summit 2016 a success yesterday. The marketing/tech talk and social media presentations were extremely valuable. It was great meeting to many new people so many who had just completed removations! Please keep JMA Architects
		All Bulletins •		upcoming renovation/interior projects or new construction coming up! We are eager to help the partners of South Shore CBVA succeed! Read More. © 0 2 A PanoramaNOW Ms. Swe Baxter 2/03/2016

By clicking the Collateral icon, you can view, edit and or add your listings and publication guides, special offers, calendar of events, media (i.e. images), occupancy data, and request materials from the CVA.

<u>Note</u>: Some of these options are just view, edit and/or add. More on these options later in the presentation.



By clicking the Opportunities icon, you can view and respond to RFPs sent to you by the CVA. Opportunities are broken in RFPs (meeting and tour leads), Media Leads (travel writer RFPs), Service Requests (non-room specific RFPs). More on these options later in the presentation.



By clicking the Reports icon, you can view reports the CVA has posted for you. To view a report just click the name of the report.

Member Profile - Accounts

South Shore		South Share CVA CRM Partners	cnowak@southshorecva.com Logout	South Shore Convention & Visitors Authority
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Actions	Account			• •
1	South Shore	Convention & Victors Authority		
				💿 Page 1 of 1 🕥 Go to Page: 1 🕥

After you click the Member Profile icon and then Accounts, you will be presented with your account name and various action you can perform. If you see multiple account names, this is due to your property being associated with another property. The pencil icon will allow you to edit your property information. By clicking the eyeball icon, you can view your property information. The down arrow icon will allow you to view and edit your amenity and meeting space information.

Member Profile - Accounts (cont'd)

SAVE	Account:	Region: «Required
CANCEL	Simpleview Hotel and Conference Center	North
Sections:	Website:	
Account Information Phone Information	www.simpleviewinc.com	
Address Information		
New Group		
Hotel Incentive Fund	Phone Information	
Social Media	Priorie information	
General		
General	Primary:	Alternate:

When you view or edit your property information, you can quickly scroll to a section on the page by clicking the links on the left of the page. If you are viewing the account, the button on the top left will say Edit. If you are editing the account, the top left button will say Save. *You must click the Save button before any of your changes are actually saved!*

Member Profile - Contacts

South Shore		South Shore CVA CRM Partners		cnowak@southshorecva.com Logout	South Shore Convention & Visitors Authority
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Filters (0) Account is one of CHOOSE - APPLY FILTERS		Contact Type is one of: CHOOSE -	O Manage Filters		
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Actions	Full Name	Account	title	Email	Contact Type
-> • •	indiana Weld	ome Center South Share Convention & Visitors Author	πy		Secondary
1 . 0	Indiana Welc	one Center South Shore Convention & Visitors Author	ty.		Secondary

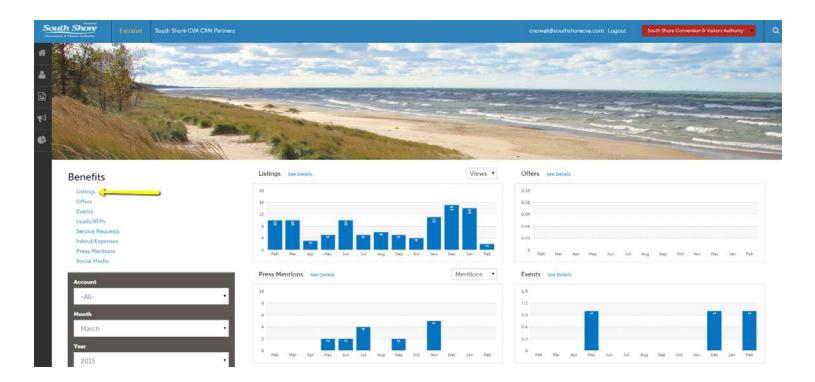
After you click the Member Profile icon and then Contacts, you will be presented with a list of all the contacts associated with your property. On this page you can Add, Edit, View and Clone (i.e. duplicate) a contact depending upon your extranet permissions.

Member Profile - Contacts (cont'd)

South Shore	Extranet	South Shore CVA CRM Partners	cnowsk@southshorecva.com Logout South Shore Convention & Visitors Authority e
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SAVE		Contact Information	
CANCEL		Account: +Required	First Name: -Regulard
Sections:	_	South Shore Convention & Visitors Authority	· O
Contact Informati		Last Name: villegured	Full Name: -Required
Address Information Phone Information			Indiana Welcome Center
Additional Informa General	ation	Department:	Title:
		Contact Type: -Required	Preferred Contact Method:
		Secondary	Email

When you view or edit a contact, you can quickly scroll to a section on the page by clicking the links of the left of the page. If you are viewing a contact, the button in the top left will say Edit. If you are editing a contact, the top left button will say Save. *You must click the Save button before any of your changes are actually saved!* <u>IMPORTANT NOTE</u>: If a contact has left your property it is your responsibility to notify the CVA and/or change their contact type to "Inactive".

Member Profile - My Benefits



After you click the Profile icon and then My Benefits, you will be presented summary reports based off of the CVA's interaction with your property. The information you see on this page is specifically related to your property.

Collateral - Listings

S	outh Shore		South Shore CVA CRM Partners			cnowak@southshorecva.com	Logout South Shore Conv	ention & Visitors Authority	۹
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						Ĭ		1 of 1 🔊 Go to Page: 1	
	Actions	Company		Listing Type	Category	SubCategory	Listing ID		\$
	1 .	South Shore	Convention & Visitors Authority	Website	Visitor Resources/Services	Meeting and Convention Services	356		
	l T						Page	1 of 1 🕥 Go to Page: 1	0
	J								

After you click the Collateral icon and then Listings, you will be presented with your property's listings. These listings may be website listings or visitor guide listings. The pencil icon will allow you to edit your listing information. By clicking the eyeball icon, you can view your listing information.

Collateral - Listings(cont'd)

South Shore		South Shore CVA CRM Partners	cnowak@southshorecva.com Logout South shore Convention & Vistors Authority 1
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SAVE			
CANCEL		Account: +Required South Shore Convention & Visitors Authority	Type: •Required
Section:	son	Contact:	Address Type:
Categories Details		Ms. Candace Nowak	Physical •
Website Notifica	ations	Description:	Keywords:
General		B Source B I S T _x := := -it ∞ =	
		Peatures 110-seats with flip-top desks, 12" x 7" flat screen, voice-activated microphones, laptop hookup, free high-speed internet and more.	

When you view or edit a listing, you can quickly scroll to a section on the page by clicking the links of the left of the page. If you are viewing a listing, the button in the top left will say Edit. If you are editing a listing, the top left button will say Save. *You must click the Save button before any of your changes are actually saved!* IMPORTANT NOTE: Any edits or adding of listings will require approval from the CVA. Upon saving your updates, the CVA will be notified of your changes/additions.

Collateral - Listings(cont'd)

SAVE	○ TOLL FREE						
CANCEL	800-255-5253						
Sections:							
Listing Information Categories Details Website Notifications	Website Notifications						
Listing Image	Email To Notify:	Notification Interval:					
General		0					
	Select one or more images						

When you edit a listing, you can select one or multiple images to associate to the listing by selecting the Listing Images pull down menu. As mentioned in the previous slide; Any edits of listings will require approval from the CVA. Upon saving your updates, the CVA will be notified of your changes/additions. More on images in the Collateral – Media slide.

<u>NOTE</u>: Not all listing types allow for images to be added.

Collateral – Special Offers

Se	uth Shore	Extranet	South Shore CVA CRM Partners			cnowak@southshorecva.com_Logout	South Shore Convention & Visitors Authority	Q
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850	Offers							
	G Filters (0)				Manage Filters			
	You have not a	ided any filters	You can click the manage filters link in the top right corn alue to use in the future.	er or elick the 🌣 icon from the grid to ad	d filters from the			
	available list an	a set a default v	alue to use in the future.					
			-				💿 Page 1 of 1 📎 🛛 Go to Page: 1	0
	Actions	Offer Title	Redeem from	Redeem To	Post from	Post To	Pending	٠
				No	Records Were Found			
							🕜 Page 1 of 1 🕥 Go to Page: 1	0

After you click the Collateral icon and then Special Offers, you will be presented with your property's offers. The pencil icon will allow you to edit an existing offer. By clicking the eyeball icon, you can view the existing offer. You can also create a new offer by clicking the Add Offer button.

Collateral – Special Offers (cont'd)

New C <mark>i</mark> ffer		
SAVE	Offer Information	
CANCEL	Account: «Required	Offer Title: «Required
Sections:	South Shore Convention & Visitors Authority	
Offer Information Offer Image	Offer Link:	Offer Text:
Offer Dates		
Offer Categories Offer Listings		
	Offer Image	
	There are no images available to choose	

When you view, edit, or add an offer, you can quickly scroll to a section on the page by clicking the links of the left of the page. If you are viewing an offer, the button in the top left will say Edit. If you are editing an offer, the top left button will say Save. *You must click the Save button before any of your changes are actually saved!* As with listings, you have the ability to attach images to your offers. IMPORTANT NOTE: Any edits or adding of offers will require approval from the CVA. Upon saving your updates, the CVA will be notified of your changes/additions.

Collateral – Media



After you click the Collateral icon and then Media, you will be presented with your property's images to possibly be used in listings and special offers. The pencil icon will allow you to edit an existing image. By clicking the red x icon, you can delete an existing image. The clone icon will allow you to duplicate an image. You can also clone an image by clicking the icon with two sheets of paper.

Collateral – Media (cont'd)

IAVE	Media Information	
NCEL	Account: -Required	Title: -Required
	South Shore Convention & Visitors Authority	
rmation	Type: +Required	Sort Order:
	image .	
	Description:	
		p File To Page 🛟
	BROWSE You can drag a file to the page to repl	REMOVE ace this file or use the "Browse" button
	You can drag a file to the page to repl	ace this file or use the "Browse" button

You can browse your hard drive or drag and drop an image. Once you upload a new image or edit an existing one you can attach the image to one or multiple listings by selecting the Listings pull down menu.

Collateral – Materials Request

		@southshorecva.com_Logout	South Share Convention & Visitors Authority	
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and the second	A CONTRACTOR OF THE OWNER	The second s	-	
•				
			🔘 Page 1 of 1 🛐 Go to Page: 🗌	1
	quests	quests		

After you click the Collateral icon and then Materials Request, you will be presented with a list of orders you have submitted to the CVA. This feature will allow you to request collateral such as publication guides from the CVA. To request new materials click the Add Materials Request button. You can also edit, view or clone (duplicate) an existing order by clicking the Pencil, Eyeball, or Clone (2 sheets of paper) icons.

Collateral – Materials Request (cont'd)

Company: «Required		Phone:			
South Shore C	onvention & Visitors Authority	219-989-7770		Ext	
Fax:		Email:			
219-989-7777	Ext	cnowak@southshored	va.com		
Order Address					
Address 1: +Required		Address 2:			
7770 Corinne I					
Address 3:		City: +Required			
Audress 3.		Hammond			
-					
State: •Required		Zip: •Required • 46323			
Country: «Required					
UNITED STAT	ES	-			
Order Detail				1	
Image	Product	Price	City		Available
	ROSE Awards Rack Cards	\$0.00	0	4	46000
	2015 - 2016 Visitor Guide	50.00	0		57751

Upon editing or creating a new request, you will be presented with an order form. Within the order form there is an Order Detail section where you can select from available inventory, just enter the Quantity of each product you are requesting. You will not be able to order more of a product than is in the Available column. *Upon clicking the Save button*, the CVA will be notified of your request.

Opportunities – RFPs

th Shore Eman	South Shore CVA CRM Partners		cnowak@southshorecva.com_Logout	South Share Convention & Visitors Auth
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RFPs				
Filters (1) Responded is:		O Manage Filters Response Date:		
Responded Is.	,	i i deserver de la contra de la c		
Lead Name contains:		Create Date:		
		-All Dates-		
1				
Lead ID contains:		Organization contains:		
Lead ID contains: Group Type Is one of:		Organization contains:		
Group Type is one of:		Property Lead Status is one of:		

After you click the RFP icon and then RFPs, you will be presented with your property's Sales and Tour Leads. Depending upon your filters, this will determine which leads you are presented. You can change your filters to narrow down your results by editing the filter fields and clicking the Apply Filters button. By default, you will see all of your open leads and leads you have already bid on. For more on lead statuses and their definitions see the next slide.

LEAD STATUS DEFINITIONS

On the portal 4.0 you will see 10 different statuses in which a lead can be in. These statuses are:

1. Closed / No Bid Sent: These leads can be Tentative, Definite, Lost or Cancelled. The Closed/No Bid Sent status signifies this is business your property did not bid on and the response due date has passed.

2. Open: These are leads in a tentative status that your property has not bid on yet and the response due date has not passed.

3. Open / Bid Sent: These are leads in a tentative status that your property has already placed a bid on and the response due date has not passed. In this status, you can update your response at any time.

4. Turned Down: These leads can be Tentative, Definite, Lost or Cancelled. The Turned Down status signifies you responded to the lead but stated you are not pursuing the business.

5. Closed / Decision Pending: These are leads in a tentative status that your property has placed a bid on but the response due date has passed thus you cannot edit your response.

6. Closed / Lost to Another City: These are leads you were pursuing but the business has gone lost.

7. Closed / Cancelled: These are leads you won the business but the group has cancelled.

8. Closed / Won: These are definite leads in which your property was selected.

9. Closed / Won - Properties TBD: These are definite leads but the group has not decided on a hotel yet.

10. Closed / Lost: These are definite leads in which your property was not selected for the business.



Below the filters section, you will see a data grid with all your leads based upon your chosen filters. You can change these data grid column headings to your preference by clicking the sprocket icon in the top right corner of the data grid. One of the more important column headings is the Group Type. This signifies if you are looking at a Meeting Sales or Tour Lead.

To view the lead, click on the Eyeball icon or the Lead Name.

Ор	portunit	ies – RFPs (cont'd)
RETURN	Ī	crm@simpleviewinc.com 123.123.1234
Sections:	Meeting Requirements	See attached RFP for more details.
Lead Information	Schedule of Events	
Meeting Dates	Action Requested	
Additional Lead Information	Comments	
Room Summary	Competitive Sites	
History/Futures	Meeting Specs	2016-Annual-Convention-RFP.docx
Notes	inceding opees	
Responses	Lost Business	
Signage	Code	
General	Lost Comments	
Room Data		

When viewing the lead, you can skip to different sections by clicking the left navigation. For notes and attachments on the lead these can generally be found in one of two areas, Lead Information and/or Notes section. In the above graphic, this is the lead section; attachments will be found in the Meeting Specs field. For the Notes section, see next slide.

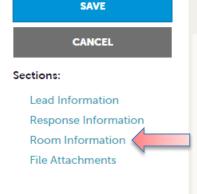
RETURN	Notes				
Sections:		-			
Lead Information Meeting Dates	File	Title		Category	Description
Additional Lead Information	Ø	2016 Annual Convention RFP		Spec Sheet	See attached RFP
Room Summary History/Futures Notes Responses	Respon	ses			
Signage	Simplev	view Hotel and Conference Center			
General Room Data	Current	Status Open ly Assigned None (Assign)			
	PRINT	RESPONSE LOG ADD NEW CONTRACT	_		
	Add/Edit	Room Request Dates 02/01/2016 - 02/05/2016	Pursuing?	Comments	

When scrolling to the Notes section, you will see the detailed notes for this piece of business. If an attachment is present, this will be signified with a paperclip icon. After you have reviewed the lead, scroll to the Responses section. Here you will see options to either add or edit your existing response. Note: these options are not available once the Response Due Date has passed. Click the Add Response button or Pencil icon to enter/edit your response.

Update Response

SAVE	Lead Information	
CANCEL	Section Collapsed, click header to expand.	
Sections:		
Lead Information Response Information	Response Information	
Room Information	Pursuing this lead:	Account:
File Attachments	O NO O YES	Simpleview Hotel and Conference Center
	Comments: <required< th=""><th></th></required<>	

When editing your response, you will need to tell the CVA if you are pursuing the business by selecting Yes or No to the Pursuing this lead option.



-		
Room	Inform	ation
NOOTH 1		adon

	Mon 02/01/2016	Tue 02/02/2016	Wed 02/03/2016	Thu 02/04/2016	Fri 02/05/2016	Sat 02/06/2016	Sun 02/07/2016
Doubles	0	0	0	0	0		
Multiple	0	0	0	0	0		
Kings	0	0	0	0	0		
Suites	0	0	0	0	0		
Singles	0	0	0	0	0		
Queen Room	0	0	0	0	0		
Total	0	0	0	0	0		
Requested	10	10	10	10	10		

If you are pursuing the piece of business, you can enter the number of rooms, by room type, that you can commit to for this lead in the Room Information section of the response page.

SAVE	Total	0	0	0	0	0
CANCEL	Requested	10	10	10	10	10
Sections:						
Lead Information Response Information Room Information	File Attachm	ients				
File Attachments	ATTACH FILE	or drag files to	the page			
	No files have	been attached				

To attach a proposal to your response, scroll to the File Attachments section of the response page and click the Attach File button to browse your hard drive for the attachments. You can also click and drag your attachment from your computer to the attach file section.

Once you have finished entering all your response information don't forget to click the save button!

Opportunities – Media Leads

Filters (0))					\$ N	Manage Filters	
Responded is:			T	Status is one of: CHOOSE -				
APPLY FILTERS								
	_					Page 1 of	1 🔊 Go to Page:	1
Actions	Lead ID	Lead Name	Account	Lead Type	Response Date	Page 1 of Arrival	1 🔊 Go to Page: Departure	1

By clicking the RFP icon and then selecting Media Leads, you can view leads sent to your property by the CVA's Media/PR department. These are usually requests for hosting travel writers. These leads can be responded to by viewing the lead. See next slide for responding.

Note: Media Leads function the same as Sales and Tour Leads including their statuses. See RFP – RFPs section for more details on this.

Opportunities – Media Leads (cont'd)

RETURN Sections:	Responses						
Opportunity Information Responses Notes	Simpleview Hotel and Conference Center Status Open						
General	Add/Edit	Room Request Dates 09/10/2015 - 09/13/2015		Pursuing?	Comments		
SAVE	Response Inf	ormation					
Sections: Lead Information Response Information File Attachments	Pursuing this lead: Required YES NO Comments: Required			Account: Required Simpleview Hotel and Conference Center			

As with Sales and Tour leads you can also respond or edit an existing response to Media Leads by scrolling to the Responses section and clicking the Pencil icon. Within responses you are also able to specify if you are pursuing the business and add attachments.

Filters

Let's take a moment to discuss settings that you can customize for your own unique experience in the Partner Portal 4.0. Below is a list of a few things you have control to change for yourself. Other colleagues may have different settings.

- 1. Filters On many pages of the extranet, you will see a Filters section. This section allows you to narrow down the results you may see on the page. You can update your default filters by clicking the Manage Filters option in the top right corner of this section.
- 2. Data Grids When viewing pages with filter options, just below the filters is a data grid. A data grid displays a list of records matching the criteria you specified in the filters. You can update your default column heading in data grids by clicking the Sprocket icon in the top right corner of the data grid.
- **3.** Update your Filters and Data Grids As just mentioned, you can customize your filters and data grids. When doing so you will have the ability to add or remove filters and column headings as well as choose the default values and ordering.

Filters (Cont'd)

RFPs

Filters (1)	💶 🕹 🗘 🗘 🗘 Manage Filters				
Responded is:	Response Date:				
•	-All Dates-				
Lead Name contains:	Create Date:				
	-All Dates-				
Lead ID contains:	Organization contains:				
Group Type is one of:	Property Lead Status is one of:				
CHOOSE - APPLY FILTERS CLEAR FILTERS	OPEN, OPEN/ BID SENT -				

Here is an example of the RFPs filter page. Once you have entered your filters click the Apply Filters button to see your results. To customize this page, click the Manage Filters option in the top right corner.

Filters (Cont'd)



Once you have applied your filters, the data grid will update with the matching results. Within each data grid you may see several icons to the left of each record depending upon the page you are viewing. These icons are...

- 1. Pencil this allows you to edit the record
- 2. Eyeball this allows you to view the record
- 3. Clone this allows you to duplicate the record
- **4.** Add Button Depending on the page, you may see an Add button to the top left of the data grid. When this option is available, click the button to add a new record.
- Notice the Sprocket icon in the top right corner. This is to customize your data grids as explained on the next page.

Filters (Cont'd)

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				C Account
RFPs				🕑 Arrival (Preferred)
				Create Date
Filters (1)		🌣 Manage Filters		O Decision Date
Responded is:	Response Date:			C Departure (Preferred)
	-All Dates-	*		O Group Name
				🕑 Group Type
Lead Name contains:	Create Date:			O Last Updated
	-All Dates-	•		🕑 Lead ID
Lead ID contains:	Organization contains:			🕑 Lead Name
				O Lead Status
				🕑 Lead Type
Group Type is one of:	Property Lead Status is one of:			O Market Segment
CHOOSE +	OPEN, OPEN/ BID SENT -			Crganization
				O Organization Address 1
APPLY FILTERS CLEAR FILTERS				O Organization Address 2
				O Organization Address 3
				O Organization City
				O Organization Country

As mentioned above, you can customize your filters and data grids as you prefer. When clicking on the mentioned settings options, you will be presented with a menu on the right. Here is where you can personalize your filters, data grid columns, and ordering. By changing these options, you are only changing them for yourself. A fellow colleague may have different settings.