



## **Instructions for Adding and Maintaining Travel Wisconsin Website Listings**

Contents

- LOGIN ..... 3
- DASHBOARD..... 3
  - Dashboard Action Icons ..... 3
  - Workflow Status Overview ..... 3
  - Out of Date Records..... 4
  - Returned Listings ..... 4
  - Finding a Record ..... 5
- PLACES ..... 6
  - Creating a New Place Listing ..... 6
    - Overview ..... 6
    - Detailed Instructions..... 7
  - Editing an Existing Place Listing ..... 11
    - Overview ..... 11
    - Detailed Instructions..... 11
- EVENTS ..... 15
  - Creating a New Event Listing ..... 15
    - Overview ..... 15
    - Detailed Instructions..... 16
  - Editing an Existing Event Listing..... 20
    - Overview ..... 20
    - Detailed Instructions..... 20
- LISTING AND EVENT CRITERIA..... 25

## LOGIN

Login at [www.travelwisconsin.com/admin](http://www.travelwisconsin.com/admin) with your login credentials given to you by Tourism Staff.  
Please Bookmark this in your favorites for easy access.

## DASHBOARD

“My Listings” on your dashboard includes all listings assigned to you.

This list defaults in order of the Last Updated Date. You can sort the list by Name, City, Category, Last Updated Date, or Version Status. Click on the header in which you would like the list to be sorted (Name, Date etc.) and the list will sort accordingly.

“Places” tab under “My Listings” includes records assigned to you for:

- Places to Stay
- Dining
- Things to Do
- Travel Resources
- Venue

“Events” tab under “My Listings” includes all the events assigned to you.

### Dashboard Action Icons



**Comparison Report** – Use this report to see how the listing has changed and who has made the changes. Use the ‘Versions’ tab to view more details. You can also see comments, if any, made by Travel Wisconsin Staff & partners in the comments section on this report.



**Preview** – Use this to preview the listing to see what it will look like to viewers on TravelWisconsin.com.



**Edit** - Use this icon to make edits to your listing.

### Workflow Status Overview

The Status of your listing can be seen under the Version/Workflow Status column in the CMS.

ID	Name	Address	City	Updated	Workflow Status	Action
250903	136 Restaurant & Wine Bar	136 N. Third Avenue Sturgeon Bay, WI WI	Sturgeon Bay	1/11/2016 10:40:39 AM	Archived	
261651	1847 at the Stamm House	6625 Century Ave Middleton, WI 53562	Middleton	9/30/2015 11:05:45 AM	Published	
274347	1848	11 E 2nd St Fond du Lac, WI 54937	Fond du Lac	6/2/2016 7:45:38 AM	Archived	
260071	1919 Kitchen & Tap	1265 Lombardi Ave Green Bay, WI 54304	Green Bay	9/2/2015 2:16:55 PM	Published	
194353	1951 West	1951 Bond St Green Bay, WI 54303	Green Bay	7/18/2013 11:22:36 AM	Published	
199349	19th Hole Sports Bar & Grill	9067 Highway 70 West St. Germain, WI 54558	St. Germain	1/21/2018 8:53:45 PM	Published	

**Published** – This indicates that the latest version is currently live on TravelWisconsin.com.

**Reviewing** – This indicates that you have made updates and submitted the listing to Travel Wisconsin Staff for review. The new edits will not be live on TravelWisconsin.com until the listing has been reviewed and approved. Once approved your listing will return to the status ‘published.’

**Reviewing New** – This indicates that you have created a brand-new listing and submitted it to Travel Wisconsin staff for review. The listing will not be published online until it has been approved.

**In Process** – This indicates that you have saved the listing for later, so you can make further edits before submitting it for review/approval and having it published online. A listing can also be “In Process” if you go in to edit the listing and leave the listing without either hitting “Cancel,” “Save for Later,” or submitting it for approval.

**Returned** – This indicates that Travel Wisconsin Staff have reviewed your submission and returned your listing. This could be due to missing information, questions they may have etc. You can find why the listing was returned by viewing the comparison report and looking in the comments section. When a listing is returned the listing (new record), or the edits (existing record), will not appear on TravelWisconsin.com.

**Archived** – This indicates that the record is archived and is no longer published on TravelWisconsin.com. If you wish to unarchive a record, simply edit the listing as necessary and submit it for approval. Once the record is reviewed and approved by tourism staff it will change status from ‘Archived’ back to ‘Published.’ *Only archived Places will be visible in your list of records, archived events will not populate in your listings in the CMS. If you wish to unarchive an event, please contact Travel Wisconsin staff.*

### Out of Date Records

If a record has not been edited/updated in 1+ years, it will populate in your *Out-of-Date Records* section on your Dashboard. This section is a good indicator of the listings that you should review to make sure they still have accurate and up-to-date information. Once the record has been updated and submitted for approval it will be removed from the out-of-date records section. Note: When reviewing an out-of-date record, if no updates/edits are needed submit it for approval and add a comment that the listing has been reviewed and there were no changes. Following these steps will remove the listing from your out-of-date records list.

### Returned Listings

If a record(s) has been returned to you, they will appear in the *Returned Listings* section on the Dashboard. Click the compare icon (2 arrows), which opens the comparison report. You will see a message in the ‘comments’ section of why the record was returned to you. Simply click the Edit button in the upper right, make the revisions or additions, then re-submit for approval.

Example of comments provided for a returned listing:

Place Comparison		Preview	Edit	Submit Archive Request	Cancel
Place ID	223346				
Version ID	379404				
Edited By	linda				
Edited On	4/15/2015 8:35:32 AM				
Comments	Sorry, but the website you provided is not a working website. Please confirm their website, try to gather at least one photo and resubmit. Thank you.				

## Finding a Record




To see if a record has already been created or to find a record to make edits, there are a few ways to search for a listing.

- **Scrolling through the Pages** - You can scroll through your list to find a record by using the page numbers found in the bottom right of the page.
- **Using the Search Bar** - Use the “Search” field at the top right of the page to find a specific record. \*\* NOTE – you will need to use the dropdown offered in the Search field to choose the type of record you are searching for. As a partner you have access to “Places” and “Events”. Search by using a keyword of the travel item/event name.

The screenshot shows the 'Manage Places' interface. At the top, there are links for 'Manage My Account' and 'Logout'. A search bar is highlighted with a red box, containing the text 'Search' and a dropdown menu labeled 'Please Select...'. Below the search bar, there are tabs for 'Places To Stay', 'Dining', 'Things To Do', 'Travel Resources', and 'Venue'. The 'Dining' tab is selected. To the right of the tabs are buttons for 'Export Places' and 'Add Place'. A 'Show Filters' button is also visible. The main content area shows a table with the following data:

ID	Name	Address	City	Updated	Workflow Status	Action
250903	136 Restaurant & Wine Bar	136 N. Third Avenue Sturgeon Bay, WI WI	Sturgeon Bay	1/11/2016 10:40:39 AM	Archived	[Icons]

- **Filter Feature** – When you are on the Manage Events/Places page select the “Show Filters” button at the top right. Use this to search your list using keywords and information – press “filter” and check all tabs to see if any records populated based off the filtered information.

Manage Places							Show Filters
Places To Stay	Dining	Things To Do	Travel Resources	Venue	Export Places	Add Place	
Showing 4782 Dining							
ID	Name	Address	City	Updated	Workflow Status	Action	
250903	136 Restaurant & Wine Bar	136 N. Third Avenue Sturgeon Bay, WI WI	Sturgeon Bay	1/11/2016 10:40:39 AM	Archived	  	

## PLACES

The Places section of the CMS is where all Travel Items are created/edited. In this section you will find Places to Stay, Dining, Things to Do, Travel Resources and Venue information.

Manage Places							Show Filters
Places To Stay	Dining	Things To Do	Travel Resources	Venue	Export Places	Add Place	
ID	Name	Address	City	Updated	Workflow Status	Action	
65440	77 Sunset Strip Vacation Home Rental	Lower Clam Lake Clam Lake, WI 54517	Clam Lake	11/28/2012 2:57:34 PM	Published	  	
65324	A Cedar Creek Lodge	9200 W. Meadow Rd Baileys Harbor, WI 54202	Baileys Harbor	11/28/2012 2:57:33 PM	Published	  	
65392	Adventure Rentals	421 E. Wall Street Eagle River, WI 54521	Eagle River	11/28/2012 2:57:34 PM	Published	  	
65361	Arbor Cottage	10006 Water St. (Hwy 42) Ephraim, WI 54211	Ephraim	11/28/2012 2:57:34 PM	Published	  	

## Creating a New Place Listing

### Overview

- Login at [www.travelwisconsin.com/admin](http://www.travelwisconsin.com/admin).
- Click “Places” in the left menu.
- Review the listings assigned to you in case the record already exists.
  1. Use the “Search” box to enter a part of the title, choose “Place” from the dropdown, click the search icon.
  2. Or click “show filters”, enter a keyword, part of the name/title, or city and click Filter.
- If the place does not already exist, click ‘Add Place.’
- Enter part of the name of the record, click Verify.
  - This will search the entire database in case another partner has entered this record.
    - If your record does not appear, click Continue and enter the full name of your record.
    - If your record does exist, cancel. Do not create a duplicate record. Contact Travel Wisconsin to request access to the existing record.
- Enter all information possible. Use the Tooltips (? icon) for clarification.
- When finished entering information, click “Save and Continue” in the upper-right.
- Click Preview to view your updates (this opens in a new window).

- If everything looks good, click “Submit for Approval.” Your record will be saved and submitted for Travel Wisconsin Staff for review.

### Detailed Instructions

Follow these same steps for each different Place type (Places to Stay, Things to Do, Dining, Travel Resources and Venues).

1. From the Dashboard, click on “Places” in the left-hand navigation. This will take you to the Manage Places page.
2. Select the tab you’d like to create a place for (Places to Stay, Dining, Things to Do, Travel Resources, or Venue).
3. Next, click “Add Place” to begin to ADD a NEW record.
4. Verify your place is unique and does not already exist on TravelWisconsin.com (see steps below).
5. Begin entering content on the “General Information” tab.

#### Verifying your Place is Unique (Place Name):

1. Enter the desired **Name** for the new Place.  
**\*\*\* Less is best.** Searching looks for any item with any of the words you type. Example: Inn on the Park will result with all travel items that contain any of these four words.
2. Select “**Verify**” to search the entire database in case this item already exists.
  - a. If the item **does not exist**, you can select Continue and **continue adding the information.**
  - b. If the item **does exist** a link to the Preview screen for that existing record will appear. If you have access to this record, an **EDIT** option will appear to the right.
  - c. If the item **does exist** but you cannot edit the listing, contact Travel Wisconsin staff to request access to the listing.

#### *Place Summary:*

1. Add content to the *Place Summary* field – this will be the primary description for the listing on TravelWisconsin.com. Use key words to describe what makes this destination unique. Text will appear as you have entered it.
  - Do not repeat information already entered in a specific field.
  - Do not use all capital letters.

- Review for grammar and spelling.
- Keep summary to 150 words or less.

#### *Place Location Information:*

1. Fill out the Physical Address\*, City\* and zip code\* for the Place. This will determine the placement of the pin on the map that will appear with your listing.
  - a. The Place’s **Latitude and Longitude** will automatically be determined based on the address, city and zip code entered.
2. **City field:** when typing in the City field, you will notice automatic matches will appear below – **be sure to select the city from the list that appears.** This is the way the system recognizes the city and will map it correctly.
3. Click the “Pin Address on Map” button to add address to map. If the Bing map appears incorrect, you can move the pin on the map to the correct location to override the coordinates.

#### *Place Contact Information:*

1. Fill out the **Hours of Operation** field, if known. Example: 7am-4pm, Mon-Fri.
2. Enter a **Phone Number\***. **At least one phone number is required.** Select the type of phone from the dropdown.
3. Enter an **E-mail address** that the public can contact for more information.
4. The **Website Link** should go directly to the business website. If they do not have a website of their own, you can enter the Chamber or CVB’s website – however, the link should go directly to the page with information regarding this record.
5. Enter **URL’s** for any applicable social media accounts to this record: Facebook, Twitter, You Tube, Instagram or Pinterest.
6. For Places to Stay Only: Enter a **Direct Reservation Link** where the public can be directly taken to your online booking/reservation page.

#### *Administrative Contact Information – Internal Use Only:*

1. Fill out the **Administrative Contact Info. We are looking for the accommodations owner, the attractions manager, not the chamber or CVB contact.**
  - It will only be used by Travel Wisconsin if additional information is needed for the Place.
  - The contact name, address, phone number and e-mail will not appear on the website.
  - The e-mail address provided here will receive an automatic e-mail notifying them their listing has been posted on [www.travelwisconsin.com](http://www.travelwisconsin.com) , provided by their local tourism organization.

#### *Additional Details:*

1. Select the “**Details**” tab at the top of the page. This is where you will enter category and attribute information.
2. **Select a Primary Category** from the list. **Only ONE Primary Category is allowed.** Choose the main focus of your business, attraction, etc. Click on the + sign in front of the categories to **choose the lowest level of sub-category** that applies to your listing.
3. Click the + in front of **Additional Categories** to select any/all Additional Categories from the list. Here is where you would select the additional categories your listing falls into.
  - Please only select those that apply to your record, not close to or nearby. Select the lowest level category that applies.



*Assigning Attributes:*

All Places share a common set of attributes. Select the attributes that apply to your record.

Depending on the Category you have selected, a specific Attribute list for that category will appear to the right on the Details tab.

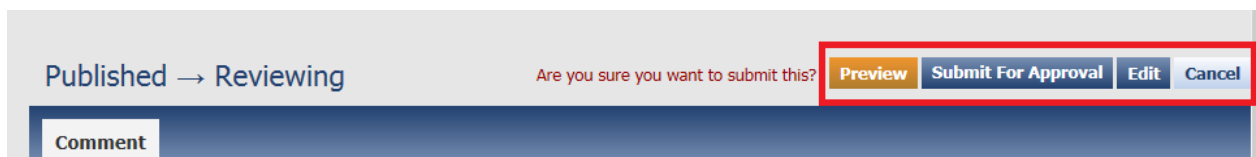
1. Our general attributes include:
  - a. Runs Memorial Day – Labor Day (if applicable)
  - b. On Water – located **ON** Water, not close to or nearby.
  - c. Disabled Access – at least offers the minimum requirements for the handicapped.
  - d. Free Admission
  - e. Other attribute options will appear based on categories you select.
2. Select the checkboxes and enter data in the text fields that apply to the record you have entered.

*Upload a Media File:*

1. Select “Upload a File” to upload images that showcase your location. We do not accept logos or graphics.
2. Select file(s) from your local computer.
3. Images with minimum dimensions of 800px wide and at least 400px high or larger are required. (Both of these conditions must be met for the images to be accepted).
4. Horizontal images are preferred. Vertical images might be acceptable, but all images will be automatically cropped from center to 800x400 and results may not be usable.  
**\*\*Please be sure to preview your images and remove if not acceptable.**
5. To remove an image, click the red X. File will only be removed from the TravelWisconsin.com servers, not your local system or network servers.
6. To reorder an image, click and drag it up or down to the order you would like, then drop.

*Reviewing a Place:*

1. At the top of the page click “Save and Continue” to bring you to an approval page. From here click on the orange **Preview** button.



2. A preview window will open in a new tab within your browser window.
  - a. This is how the travel item will appear on TravelWisconsin.com.
  - b. To close the preview window, close the tab.
3. If you wish to make changes to this record, click the **Edit** button to return to the edit page.

*Saving an Item for Later:*

4. If additional information is needed to complete the Place listing, you can save your work to complete later by clicking the **Save for Later** button from the edit page.



5. The Place is saved and will appear in your **My Listings** as **In Process**.

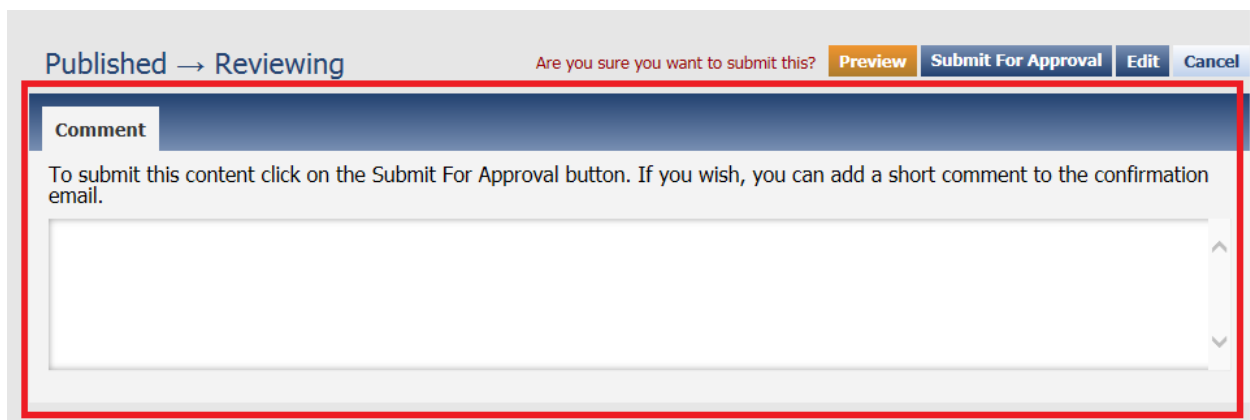
*Submitting a Place for Approval:*

*If the record is complete, then you'll need to submit it for review before it can be posted to TravelWisconsin.com.*

1. Once all required fields are completed select "Save and Continue" at the top of the page. User will be notified of any incomplete/missed items and will not be able to save the listing until all items are complete.



2. Once you click "Save and Continue" another window will pop-up asking you to add a comment about your listing (optional). The Comment area is a textbox if you'd like to clarify or explain anything about the Place, the note will be displayed when the Place is reviewed by Travel Wisconsin staff. This can be a communication tool between you and the Travel Wisconsin staff or a place holder for information.



3. Finally, click “Submit for Approval” and your listing is saved and submitted to Travel Wisconsin for review.
4. The Place is saved and flagged for approval. This item will now appear in your **My Listings** with a version status of **Reviewing – New**.

## Editing an Existing Place Listing

### Overview

- Login at [www.travelwisconsin.com/admin](http://www.travelwisconsin.com/admin).
- Dashboard will show you the Places assigned to you.
- You can click on the Places options in the left menu.
- Search for listing you would like to edit.
- Click the Preview Icon (magnifying glass icon) to view how your record currently appears.
- Click the Edit Icon (pencil) to Edit the record.
- When finished editing, click the Save and Continue.
- Click Preview to view your updates (this opens in a new window).
- If everything looks good, click “Submit for Approval.” Your record will be saved and submitted for Travel Wisconsin Staff to review.

### Detailed Instructions

1. From the Dashboard, in the left-hand navigation, select Places.
2. Click on “Show Filters” to search for the listing you would like to edit.
  - a. Places can be searched by keyword, name, city, zip code or category. Any or all of these fields can be used when searching, if the initial results are too narrow try searching again using just a portion of the name or category.
3. If you know the name, enter just a part or the full name of the Place you wish to edit.
4. And/Or Select the category the Place is assigned to from the category menu.
5. Click on the **Filter** button.
  - a. If your Place appears below, click on the **Edit** Icon (the pencil icon) in the far-right column.

- b. If you wish to preview the Travel item before beginning the Edit process, click on the **Preview** link (magnifying glass icon).

**Manage Places** Hide Filters

Keyword  Id

Name  Zip Code

**Country**

Cities  View All

Category

- Snow Conditions Report
- The Big Bundle Up
- Winter Fun
- Winter Playlist
- Travel Green Wisconsin
- Places to Stay
- Bed & Breakfasts
- Cabins & Cottages
- Campgrounds
- Condos & Vacation Homes
- Hotels & Motels**
- Resorts & Lodges
- Specialty
- Things to Do
- Arts and Culture

Version Statuses

- New
- In Process
- Reviewing
- Reviewing - New
- Published
- Archived
- Returned
- Archive Request

**Places To Stay** | Dining | Things To Do | Travel Resources | Venue

Showing 1 Places To Stay

ID	Name	Address	City	Updated	Workflow Status	Action
315016	Country Inn & Suites	1650 Doris Drive Fort Atkinson, WI, WI 53538	Fort Atkinson, WI	8/1/2018 9:54:03 AM	Published	<input type="button" value="Edit"/> <input type="button" value="Preview"/> <input type="button" value="Delete"/>

*Edit Name:*

1. If the name of your Place has changed, simply edit it here.

*Edit Summary:*

1. Edit the Summary or Description of your Place. This will be the Place primary description for the listing on TravelWisconsin.com.
  - Use key words to describe what makes this destination unique.
  - Text will appear as you have entered it.
  - Do not repeat information already entered in a specific field.
  - Do not use all capital letters, review for grammar and spelling.
  - Keep summary to 150 words or less.

*Edit Location and Contact Information:*

1. Edit the **location name** if information has changed.
2. Edit **Hours** if the information has changed.
3. Edit the **address/pin location** if information has changed.
4. Edit the **phone number(s)** if the information has changed.
5. Edit the **E-mail address** and **website** address if the information has changed.
6. For Places to Stay Only: Enter a **Direct Reservation Link** where the public can be directly taken to your online booking/reservation page. Update this information if necessary.

7. Edit the **URL's** for any **social media** fields linking users directly to Facebook, Twitter, You Tube, Instagram or Pinterest.

#### *Edit Additional Details to Listing:*

1. Select "Details" tab at the top of the page.
2. Primary Category: This is the category your listing will appear under on [www.travelwisconsin.com](http://www.travelwisconsin.com). To edit the categories this record is in, click the plus sign (+) in front of the category to view the sub-categories. Click or unclick the appropriate primary and/or additional categories.
  - a. \*\* The Primary Category chosen will be the first or top category appearing on the Details page. Only ONE Primary category is allowed – select the most appropriate primary category. The categories appearing below the Primary category are the Additional categories this record has been placed in.
  - b. Additional categories can be added if they are offered by this property/on this property – not close to or nearby. *Always select the lowest level sub-category that applies.*

#### *Edit Attributes:*

1. Review attribute information and make changes as necessary. According to the category(s) you have placed this record in, several attributes will appear. Review those attributes and check those that apply.

#### *Add/Delete Media Files:*

2. Select "Upload a File" to upload images that showcase your location.
3. Select files from your local computer.
4. Images must have minimum dimensions of 800px wide and at least 400px high or larger. (Both of these conditions must be met for the images to be accepted).
  - a. Horizontal images are preferred. Vertical images might be acceptable, but all images will be automatically cropped to 800x400 and results may not be usable.
  - b. Please be sure to preview your images and remove if not acceptable.
5. To remove an image, click the red X. File will only be removed from the TravelWisconsin.com servers, not your local system or network servers.
6. To reorder an image drag it up or down to the order you would like.

#### *Reviewing a Place:*

1. Once all required fields are completed select "Save and Continue" at the top of the page. User will be notified of any incomplete/missed items and will not be able to save listing until all items are complete.

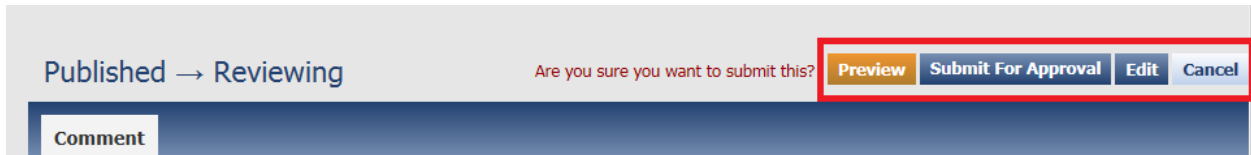
Create Places To Stay

Save for Later Save and Continue Cancel

General Information Details

Status: New

2. From here click the Preview button.
3. A preview window will open in a new tab within your browser window.
  - a. This is how the Place will appear to readers on TravelWisconsin.com.
  - b. Review your listing to be sure photos and information is displaying correctly.
  - c. To close the preview window, close the tab.
4. If you wish to make further changes to the record, click the "Edit" button to return to the edit page.



*Saving an Item for Later:*

1. If additional information is needed to complete the Place listing, you can save your work to complete later by clicking the 'Save for Later' button from the edit page.



2. The Place is saved and will appear in your *My Listings* as 'In Process' where you will be able to edit it once you have the missing information.

*Submit for Approval:*

*If the record is complete, then you'll need to submit it for review before it can be posted to TravelWisconsin.com*

1. Once you click on "Save and Continue" another window will pop-up asking you to add a comment about your listing (optional). The comment area is a textbox if you'd like to clarify or explain anything about the Place, the note will be displayed when the Place is reviewed by Travel Wisconsin Staff. This can be a communication tool between you and the Travel Wisconsin staff or a placeholder for information.



Published → Reviewing Are you sure you want to submit this? [Preview](#) [Submit For Approval](#) [Edit](#) [Cancel](#)

**Comment**

To submit this content click on the Submit For Approval button. If you wish, you can add a short comment to the confirmation email.

2. Click "Submit for Approval" and your listing is saved and submitted to Travel Wisconsin for review.
3. The Place is saved and flagged for approval. This item will now appear in your **My Listings** with a version status of **Reviewing**.

## EVENTS

The Events section of the CMS is where all Tourism Events are created/edited.

Manage Events							<a href="#">Show Filters</a>
All Events		Expired			Export Events	Add Event	
ID	Name	City	Start Date	End Date	Updated	Workflow Status	Action
44564	2012 Junior Curling National Championship	Mcfarland	1/28/2012	2/4/2012	4/11/2013 5:00:29 PM	Expired	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>
39546	2013 Cyclocross National Championships	Madison	1/8/2013	1/13/2013	4/11/2013 12:55:39 PM	Expired	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>
44722	2013 Summer Concert Series at Warner Park	Madison	6/10/2013	7/29/2013	5/16/2013 1:42:07 PM	Published	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>
44496	2014 Frostiball	Madison	2/1/2014	2/1/2014	5/20/2013 1:19:49 PM	Published	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>
42398	7th Annual Cars on State	Madison	6/1/2013	6/1/2013	5/15/2013 10:02:09 AM	Expired	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>
43775	Africa Fest	Madison	8/20/2011	8/20/2011	4/11/2013 4:51:09 PM	Expired	<a href="#">i</a> <a href="#">p</a> <a href="#">e</a>

## Creating a New Event Listing

### Overview

- Login at [www.travelwisconsin.com/admin](http://www.travelwisconsin.com/admin).
- Click Events in the left menu.
- Review the listings assigned to you in case the record already exists.
  1. Use the "Search" box in the upper right corner to enter a part of the title, choose "Event" from the dropdown, click the search icon.
  2. Or click "Show filters", enter a keyword, part of the name/title, or city and click Filter.
- If the event does not exist, click 'Add Event.'
- Enter part of the name of the record, click Verify. This will search the entire database in case another partner has entered this record.

1. If your record does not appear, click Continue and enter the full name of your record.
  2. If your record does exist, cancel. Do not create a duplicate record. Contact Travel Wisconsin to request access to the existing record.
- Enter all information possible. Use the Tooltips (? icon) for clarification.
  - When finished entering information, click the 'Save and Continue' button.
  - Click 'Preview' to view your updates (this opens in a new window).
  - If everything looks good, click "Submit for Approval." Your record will be saved and submitted for Travel Wisconsin staff to review.

#### Detailed Instructions

1. From the Dashboard, click on "Events" in the left-hand navigation. This will take you to the Manage Events page.
2. Next, click "Add Event" to begin to ADD a NEW record.
3. Begin entering content on the "General Information" tab.

#### Verifying your Event is Unique (Event Name):

1. Enter the "**Name**" of the new Event and select "VERIFY". **\*\*\* Less words are best.** This search will result with any existing events with the same name. This will assist us in not creating duplicate records in case another partner in your area has already submitted the event.
2. If the item **does not exist**, you can select **Continue**.
3. If the item **does exist** and the **EDIT** option is available, you have access to that event and can Edit, by selecting the EDIT icon.
4. If the item **does exist** but you cannot edit the listing, contact Travel Wisconsin staff to request access to the listing.

The screenshot shows the 'Create Event' interface. At the top right, there are buttons for 'Save for Later', 'Save and Continue', and 'Cancel'. Below this is a navigation bar with 'General Information' and 'Details' tabs, and a 'Status: New' indicator. The main form area is divided into two columns: 'Event Information' and 'Event Date\*'. In the 'Event Information' column, the 'Event Name\*' field is highlighted with a red border, and a 'Verify' button is located to its right. Below the name field is the 'Event Summary\*' field. In the 'Event Date\*' column, there are 'Start' and 'End' date pickers, and a 'Times' field below them.

#### Event Summary:

1. Enter a Summary or Description of your Event.
  - Use complete sentences.
  - Be descriptive of what may be unique at this event and include some detail as to what this event offers.
  - Do not use all capital letters.
  - Do not repeat information already entered in a specific field.



- Check grammar and spelling.
- Keep summary to 150 words or less.

#### *Event Location Information:*

1. Find a Place/Venue - type the name of the location in the Places field. It will auto populate with suggestions, with “places” that exist in our database. If your location or venue appears, select the correct Place/Venue and click **Add**.
2. Create a Place/Venue - select that tab and then complete the address, city and zip code fields. **City field:** when typing in the City field, you will notice automatic matches will appear below – **be sure to select the city from the list that appears**. This is the way the system recognizes the city and will map it correctly.
3. Click **Save** once you have added the information for the new Venue.
4. If the Bing map appears incorrect, you can move the pin on the map to the correct location.
5. Clicking the ‘Revert’ button will place the locator back into the original location.

#### *Event Contact Information:*

1. Enter a **Phone Number\***. **At least one phone number is required**. Select the type of phone from the dropdown. If a second phone is available, enter that as well and choose the type of phone.
2. Enter an **E-mail address** and **website** address that the public can gather more information regarding this item.
3. Enter the Website going directly to information about this event. If the event does not have their own website, you can and should enter the link directly to the page on your website where you promote this event.
4. Book Online: is meant for Accommodations and does not apply to Events.
5. Fill out the appropriate social media fields linking users directly to your social media page.

#### *Event Dates:*

1. Fill in the Event start and end dates. Even if this is a one-day event, you need to fill in both the start date and end date.
2. By default, “No Repeat” will be selected. If you have entered a date range and your event will only take place on specific days during that period of time, select the “Repeat Weekly” from the dropdown and choose the day(s) of the week this event will take place.
3. If needed, click “Add Another Date Range” to add additional event date/time information.

#### **Ongoing Events**

4. Events repeated weekly or more often should be entered with a date range, not individual dates. Click the ‘No Repeat’ dropdown and select “Repeat Weekly”, then click on the days of the week this will take place.
5. Events that repeat less often than once a week (every two weeks or only monthly) should be entered with the multiple date ranges by entering the first date (dates if like Fri-Sun), then click on ‘Add Another Date Range’ and add the next date(s)

#### *Administrative Contact Information – Internal Use Only:*

1. Contact information is for the event organizer, not the data entry person. It will only be used by Travel Wisconsin if additional information is needed for the Event. The contact name,

address, phone number and e-mail will not appear on the website. The e-mail address provided here will receive an automatic e-mail notifying them their listing has been posted on [www.travelwisconsin.com](http://www.travelwisconsin.com) , provided by their local tourism organization.

#### *Additional Details:*

1. Select the **“Details”** tab at the top of the page. This is where you will enter category and attribute information.
2. Select a Primary Category from the list. **Only ONE Primary Category is allowed.** Choose the main focus of your event. Click on the plus sign (+) in front of the categories to choose the lowest level of sub-category that applies to your event.
3. Click the plus sign (+) in front of **Additional Categories** to select any/all Additional Categories from the list. Here is where you would select the additional categories your listing falls into. Please only select those that apply to your record, not close to or nearby.

#### *Assigning Attributes:*

Select the attributes that apply to your record. Depending on the Category you have placed this record in, a specific Attribute list for that category will appear to the right on the Details tab.

1. Our general attributes include:
  - a. Runs Memorial Day – Labor Day (if applicable)
  - b. On Water – located **ON** Water, not close to or nearby.
  - c. Disabled Access – at least offers the minimum requirements for the handicapped.
  - d. Free Admission
  - e. Other attribute options will appear based on categories you select.

Select the checkboxes and enter data in the text fields that apply to the record you have entered.

#### *Upload Media Files:*

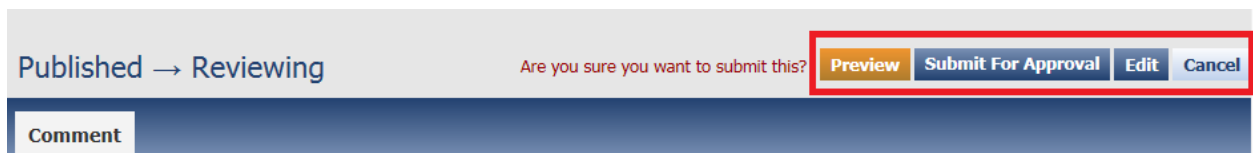
1. Select “Upload a File” to upload images that showcase your Event. We do not accept logos or graphics.
2. Select file(s) from your local computer.
3. Images with minimum dimensions of 800px wide and at least 400px high or larger are required. (Both of these conditions must be met for the images to be accepted).
4. Horizontal images are preferred. Vertical images might be acceptable, but all images will be automatically cropped from center to 800x400 and results may not be usable. **\*\*Please be sure to preview your images and remove if not acceptable.**
5. To remove an image, click the red X. File will only be removed from the TravelWisconsin.com servers, not your local system or network servers.
6. To reorder an image, click and drag it up or down to the order you would like, then drop.

#### *Reviewing an Event:*

1. Once all required fields are completed select **Save and Continue** at the top of the page. User will be notified of any incomplete/missed items and will not be able to save listing until all items are complete.



2. From here click on the **Preview** button.
3. A preview window will open in a new tab within your browser window.
  - a. This is how the Event will appear to readers on TravelWisconsin.com.
  - b. To close the preview window, close the tab.
4. If you wish to make changes to this record, click the **Edit** button to return to the edit page.



*Saving an Item for Later:*

5. If additional information is needed to complete the Event listing, you can save your work to complete later by clicking the **Save for Later** button from the edit page.
6. The Event is saved and will appear in your **My Listings** as **In Process**.



*Submit for Approval:*

*If the Event is complete, then you'll need to submit it for review before it can be posted to TravelWisconsin.com.*

1. Once you click "**Save and Continue**" another window will pop-up asking you to add a comment about your listing (optional). The Comment area is a textbox if you'd like to clarify or explain anything about the Event, the note will be displayed when the Event is reviewed by Travel Wisconsin staff. This can be a communication tool between you and the Travel Wisconsin staff or a place holder for information.

The screenshot shows the 'Create Event' interface. At the top right, there are three buttons: 'Save for Later', 'Save and Continue', and 'Cancel'. Below this is a navigation bar with 'General Information' and 'Details' tabs, and a 'Status: New' indicator. The main content area shows a transition from 'Published' to 'Reviewing'. A confirmation message asks 'Are you sure you want to submit this?' with buttons for 'Preview', 'Submit For Approval', 'Edit', and 'Cancel'. A red box highlights a 'Comment' section containing the text: 'To submit this content click on the Submit For Approval button. If you wish, you can add a short comment to the confirmation email.' Below the text is a large empty text area for input.

2. Click **“Submit for Approval”** and your listing is saved and submitted to Travel Wisconsin for review.
3. The Event is saved and flagged for approval. This item will now appear in your **My Listings** with a version status of **Reviewing – New**.

## Editing an Existing Event Listing

### Overview

- Login at [www.travelwisconsin.com/admin](http://www.travelwisconsin.com/admin).
- Dashboard will show you the Events assigned to you.
- You can click on the Events options in the left menu.
- Search for listing you would like to edit.
- Click the Edit Icon (pencil) in the action column to edit the record.
- Make edits needed.
- When finished editing, click “Save and Continue.”
- Click “Preview” to view your updates (this opens in a new window).
- If everything looks good, click “Submit for Approval.” Your record will be saved and submitted for Travel Wisconsin Staff to review.

### Detailed Instructions

1. From the Dashboard, in the left-hand navigation, select Events.
2. Click on “Show Filters” to search for the listing you would like to edit.
  - a. Events can be searched by keyword, name, city, zip code or category. Any or all of these fields can be used when searching, if the initial results are too narrow try searching again using just a portion of the name or category.
3. If you know the name, enter just a part or the full name of the Event you wish to edit.
4. And/Or Select the category the Event is assigned to from the category menu.

5. Click on the **Filter** button.
6. If your Event appears below, click on the **Edit** Icon (the pencil icon) in the far-right column.
  - a. If you wish to preview the Travel item before beginning the Edit process, click on the **Preview** link (middle icon).

### Manage Events Hide Filters

Keyword  Id

Name  Zip Code

Cities  View All

**Add**

Category

- Events
- Arts and Culture
- Architecture
- Art Schools
- Art Tours
- Exhibits
- History & Heritage
- Museums & Galleries
- Native Culture
- Performing Arts
- Entertainment and Attractions
- Amusement Parks
- Animals & Agriculture
- Casinos & Gaming
- Drive-In Movie Theatres
- Fairs & Festivals

Version Statuses

- New
- In Process
- Reviewing
- Reviewing - New
- Published
- Returned
- Archive Request

Start Date

End Date

**Filter** Reset Filter

All Events
Expired
Export Events
Export For Arts Section
Export For Monthly Format
Add Event

ID	Name	City	Start Date	End Date	Updated	Workflow Status	Action
101129	1901 Water Tower Open Houses and Tours	Fort Atkinson	9/2/2017	10/6/2018	8/17/2017 11:00:47 AM	Published	

*Edit Name:*

1. If the name of your event has changed, simply edit it here. Please refrain from using 1st Annual, 40th Annual, etc.

*Edit Summary:*

1. Edit the Summary or Description of your Event.
  - Use complete sentences.
  - Be descriptive of what may be unique at this event and include some detail as to what this event offers.
  - Do not use all capital letters.
  - Do not repeat information already entered in a specific field.
  - Review grammar and spelling.
  - Limit word count to 150 words.

*Edit Location and Contact Information:*

1. Edit the address/pin location if information has changed.
  - a. If pin is not in the correct location, drag and drop to correct location.

2. Edit the phone number(s) if the information has changed (make sure the appropriate phone number type appears ie: information, toll –free, etc. from the drop down).
3. Edit the E-mail address and website address if the information has changed.
4. Edit the appropriate social media fields linking users directly to your social media page.

*Edit Event Date Information:*

1. Edit the date and time information if this information has changed. Be sure to remove old dates by entering the new dates in those fields.
2. If you are editing an Annual event and you are adding next year's dates and this year's event still has not happened, click on "Add Another Date Range" and add the next year's event dates. Do not remove dates from events that have not happened yet, as this is a live database and they will be removed from TravelWisconsin.com.

*Edit Additional Details to Listing:*

1. Select "Details" tab at the top of the page.
2. Primary Category: This is the category your listing will appear under on [www.travelwisconsin.com](http://www.travelwisconsin.com). To edit the categories this record is in, click the plus sign (+) in front of the category to view the sub-categories. Click or unclick the appropriate primary and/or additional categories.  
\*\* The Primary Category chosen will be the first or top category appearing on the Details page. Only ONE Primary category is allowed – select the most appropriate primary category. The categories appearing below the Primary category are the Additional categories this record has been placed in. Additional categories can be added if they are offered by this property/on this property – not close to or nearby. Always select the lowest level sub-category that applies.

*Edit Attributes:*

1. Review attribute information and make changes as necessary. According to the category(s) you have placed this record in, several attributes will appear. Review those attributes and check those that apply.

*Add/Delete Media Files:*

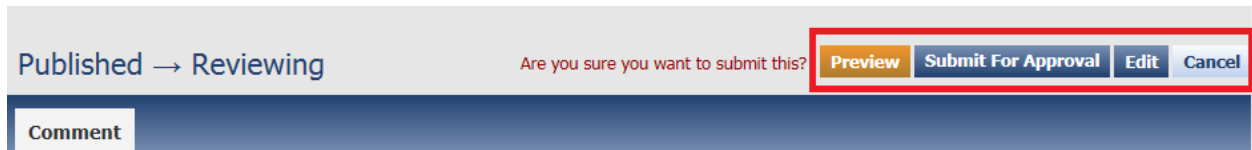
1. Select "Upload a File" to upload images that showcase your Event.
2. Select files from your local computer.
3. Images must have minimum dimensions of 800px wide and at least 400px high or larger. (Both of these conditions must be met for the images to be accepted). Horizontal images are preferred. Vertical images might be acceptable, but all images will be automatically cropped to 800x400 and results may not be usable. Please be sure to preview your images and remove if not acceptable.
4. To remove an image, click the red X. File will only be removed from the TravelWisconsin.com servers, not your local system or network servers.
5. To reorder an image drag it up or down to the order you would like.

*Reviewing an Event:*

1. Once all required fields are completed select “**Save and Continue**” at the top of the page. User will be notified of any incomplete/missed items and will not be able to save listing until all items are complete.



2. From here click the **Preview** button.
3. A preview window will open in a new tab within your browser window.
  - This is how the Event will appear to readers on TravelWisconsin.com.
  - Review your listing to be sure photos and information is displaying correctly.
  - To close the preview window, close the tab.
4. If you wish to make further changes to the record, click the **Edit** button to return to the edit page.



*Saving an Item for Later:*

5. If additional information is needed to complete the Event listing, you can save your work to complete later by clicking the **Save for Later** button from the edit page.



6. The Event is saved and will appear in your **My Listings** as **In Process** where you will be able to edit it once you have the missing information.

*Submit for Approval:*

*If the Event is complete, then you'll need to submit it for review before it can be posted on TravelWisconsin.com.*

1. Once you click on **Save and Continue** another window will pop-up asking you to add a comment about your listing (optional). The comment area is a textbox if you'd like to clarify or explain anything about the Event, the note will be displayed when the Event is reviewed by Travel Wisconsin staff. This can be a communication tool between you and the Travel Wisconsin staff or a placeholder for information.

## Create Event

Save for Later Save and Continue Cancel

General Information

Details

Status: New

Published → Reviewing

Are you sure you want to submit this?

Preview

Submit For Approval

Edit

Cancel

### Comment

To submit this content click on the Submit For Approval button. If you wish, you can add a short comment to the confirmation email.

2. Click **Submit for Approval** and your listing is saved and submitted to Travel Wisconsin for review.
3. The event is saved and flagged for approval. This item will now appear in your **My Listings** in the status of **Reviewing**.



## LISTING AND EVENT CRITERIA

### **Listings & Events Guidelines for TravelWisconsin.com**

Our goal is to provide information on things to see and do in Wisconsin and utilize that information to attract travelers to choose our state over any other vacation destination. In an effort to ensure the information we are providing on our website serves that goal, we look at everything through the lens of a traveler and ask if it would help inform travel decisions. If not, and if posted, we run the risk of becoming irrelevant to our audience and being removed from their consideration set.

Approval/rejection of all submissions is at the sole discretion of Travel Wisconsin, which reserves the right to edit or refuse any listing. Occasionally listings that originally were denied may be approved by correcting your submission following the guidance provided. Once a listing is approved, it is the responsibility of the account owner to keep the information updated.

Please note that this criteria sheet is not all inclusive. Contact Travel Wisconsin directly with any questions or concerns, and we will happily provide additional help:

Database contact: Courtney Rinka, [crinka@travelwisconsin.com](mailto:crinka@travelwisconsin.com).

General Contact: Customer Service, [tourismtourinfo@travelwisconsin.com](mailto:tourismtourinfo@travelwisconsin.com).

The following guidelines will help you determine if your listing or event qualifies for being posted on TravelWisconsin.com.

#### **ALL listings must meet the minimum qualifications below:**

- Only businesses with a physical address within Wisconsin state borders will be able to have a listing on TravelWisconsin.com.
- A business's physical location or headquarters will determine the city/region the listing is connected to on our website.
- Businesses must offer a leisure tourism-related activity or place to stay.
- Businesses must be open to the public and have regular hours. No businesses that are "by appointment only" will be listed.
- Draw travelers from outside of the immediate community.
- Include a web address and/or social links for more information.

By submitting content and photos to a listing on TravelWisconsin.com, you are confirming that all assets, both written and visual, are your property and that you/the business have the rights to all information on the listing.

By submitting content and photos to a listing on our website, you are allowing Travel Wisconsin to use the information/photos for marketing purposes beyond TravelWisconsin.com.

#### **Examples of businesses generally *NOT* eligible for our database:**

- Standard retail establishments (e.g. grocery stores, hardware stores, pharmacies, salons, etc.)
- Fast food chains

- Organizations, groups, clubs, etc. (except for convention and visitor bureaus and regional tourism organizations)
- Businesses that do not have a physical address inside the state of Wisconsin.

### **Additional Accommodation Requirements**

- Accommodations that are properly licensed with their local municipal unit of government and the state will qualify for a listing on TravelWisconsin.com.

### **What can I submit as a tourism event?**

- Events open to the general public and actively marketed to audiences statewide or beyond
- Fairs and festivals providing activities of interest to travelers (e.g. county fairs)
- Major and minor league sporting events (individual games or the season)

### **What generally does *NOT* qualify to submit as a tourism event?**

- Events closed to any segment of the general public for any reason
- Family or class reunions, church functions, book club meetings, etc.
- Retail sales and yard sales not associated with a special tourism event
- Pageants, other than statewide or regional pageants
- Summer camp schedules
- Civic club and community meetings
- High school or college sporting events
- Conference dates
- Graduations

*The Wisconsin Department of Tourism (Travel Wisconsin) reserves the right not to list events that are not primarily directed at promoting tourism in the state and/or that the Department determines to be potentially controversial, political, offensive or otherwise contrary to the Department's statutory mission.*

*Travel Wisconsin reserves the right to accept or reject any and all listings and links; to edit any listing without notifying the entrant; and to remove a listing without notice.*

*Listings that have not been updated for more than 18 months will be flagged for review and may be archived and removed from the live website until current updates have been provided. Entities will be listed at the sole discretion of Travel Wisconsin, following the guidelines and criteria established. Travel Wisconsin reserves the right to make exceptions to these criteria on a case-by-case basis.*