



Office of Tourism

# Partner Portal Events Guide



Get a free listing for your Wyoming tourism business, event, or deal on TravelWyoming.com & the official Travel Guide.



This free listing includes information like contact details, website, a photo, description, and TripAdvisor review importing options.

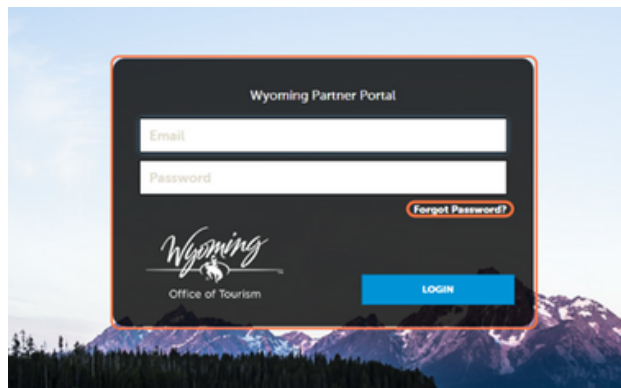


Increase your visibility and reach more customers by taking advantage of this free opportunity.

The Wyoming Office of Tourism’s Partner Portal is a free marketing tool that helps connect your business with thousands of potential customers. By creating a listing, you’ll increase your visibility to tourists actively planning their Wyoming adventures.

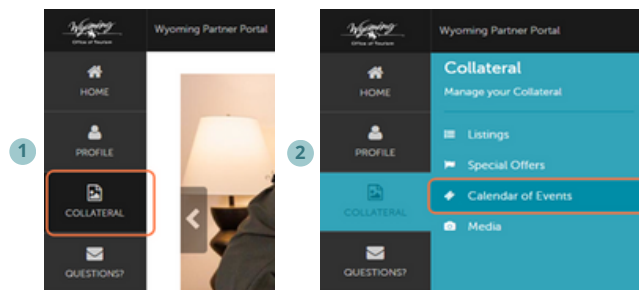
## Login to your Account

1. Before you get started, please review WOT’s Partner Portal Guidelines.
  - <https://industry.travelwyoming.com/resource/travelwyoming-com-partner-portal-guidelines/>
2. Existing Users Log In:
  - <https://wyoming.extranet.simpleviewcrm.com/>
3. Don’t have an account yet? No worries!
  - Reach out to **wot-listings@wyo.gov** to request an account.
4. Once your account is approved, or you have logged into your existing account. You can now set up your listings, events, and deals.



## Add Events

1. In the side navigation toolbar, click ‘Collateral.’
2. Select ‘Calendar of Events.’
3. Click the blue ‘Add Event’ button.
4. Enter the required ‘Event Information.’
5. Put in your ‘General’ information.’
6. Set up an ‘Event Location.’
7. Specify an ‘Event Date.’
8. Add in an image for your event in ‘Image Gallery.’
9. Upload a ‘file’ for your event.
10. Click ‘Save’ in the upper left corner to **Submit** listing for DMO review.



- 4 Event Information
- 5 General
- 6 Event Location
- 7 Event Dates
- 8 Image Gallery
- 9 Files



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## Key: Fields within the New Events Section

Unsure about some of the fields on [TravelWyoming.com](https://TravelWyoming.com)? - Refer to the Key below for definitions.

### Event Information

- **Account:** The member or partner associated with the Leisure Event. If the user manages multiple accounts, available accounts will be displayed within the field's dropdown.
- **Title:** The name or title of the Leisure Event.
- **Phone:** The phone number for inquiries regarding the leisure event. This may be displayed with the leisure event's details on a website or in another publication.
- **Email:** The email address for inquiries regarding the leisure event. This email may be displayed with the leisure event's details.
- **Website:** This field can hold a link (URL) to an external website for more information regarding the details of the leisure event.

### General

- **Description:** A brief description of the leisure event.
- **Categories:** The system allows users to associate leisure events with more than one event classification group. This association can increase the leisure event's display to several pages on the DMO's website. Typical category examples include art shows/exhibits, music, sports and culinary.

### Event Location

- **Address (multiple fields):** The specific geographical location of the leisure event's occurrence.
- **City:** City in which the event will be hosted.
- **County:** The county where the event will be in.
- **Zip/Postal Code:** Zip/Postal code where event will be located in.

### Event Dates

- **Rank:** This field's dropdown choices show priority levels for leisure events. Select the rank that best matches the priority for the leisure event. DMO's use the 'Rank' to ensure that leisure events they wish to highlight, such as upcoming concerts and festivals, appear above regular ongoing leisure events, such as a weekly jazz night at a local pub.
- **Start Date:** For one-day leisure events, users select the date the event is occurring. For new recurring leisure events, users should select the first occurrence of the leisure event.