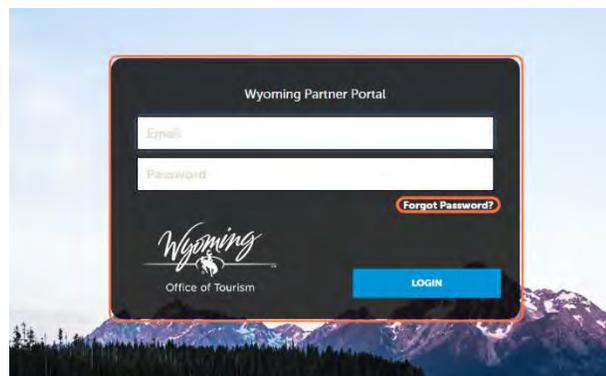


Your Wyoming tourism business, events, or deals may be eligible for a free listing on TravelWyoming.com. Your free listing includes basic information, including your organization's address, phone number, website, email address, a single photo, a detailed description, the option to import TripAdvisor reviews, and more.

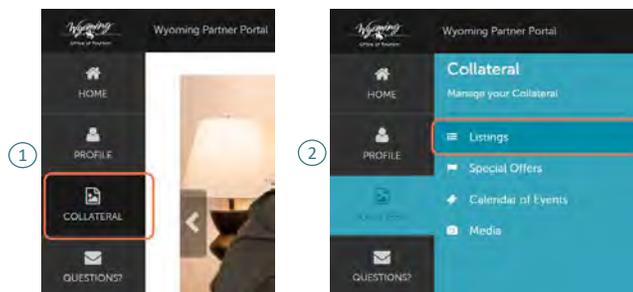
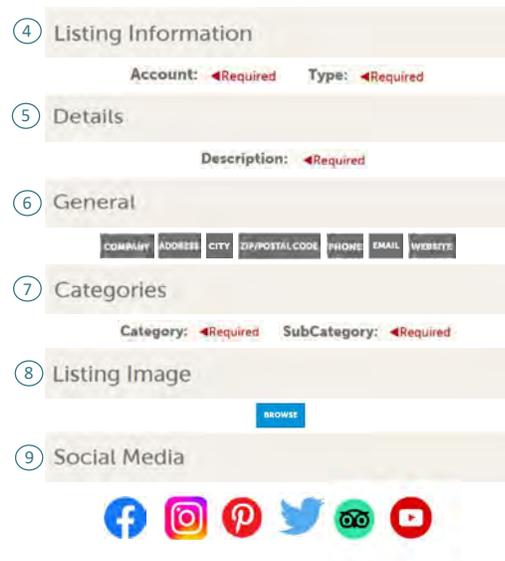
Login to your Account

- Before you get started, please review our Partner Portal Guidelines:
 - <https://industry.travelwyoming.com/resource/travelwyoming-com-partner-portal-guidelines/>
- Existing Users Log In:
 - <https://wyoming.extranet.simpleviewcrm.com/>
 - Use your Username & Password.
 - Forgot your password, click on the link to reset.
- Don't have an account yet? No worries!
 - Reach out to wot-listings@wyo.gov to request an account.
- Once your account is approved, or you have logged into your existing account. You can now set up your listings, events and deals.



Add Listings

1. Select 'Collateral' on the side Navigation toolbar.
2. Click on 'Listings.'
3. Click the blue **ADD LISTING** button.
4. Add 'Listing Information.'
 - (Account & Type)
5. Add in your Description for your Listing under 'Details.'
- (Description)
6. Add all company information in 'General.'
- (Company, Address, Primary Phone, Email, & Website)
7. Add in 'Categories' for your listing.
 - (Category, Subcategory, & Additional Subcategories)
8. Upload a 'Listing Image.'
- (PDF, JPG, & PNG)
9. Add your 'Social Media' information.
10. Click **SAVE** in the upper left corner to **Submit** Listing for DMO Review.

****Your Event will be sent to an administrator for approval. You will receive an email when it is approved.****
****<Required> indicates all required fields.****

Key: Fields within the New Listings Section

- **Listing Information:**

- **Account:** The system populates this field with the name of the stakeholder business associated with the Listing. If the Extranet user manages multiple accounts, available accounts will be displayed within the field's dropdown.
- **Type:** Listing types categorize the use or placement of the Listing (e.g., Website, Visitors Guide, Meeting Planner Guide, etc.). Your DMO configures Listing Types available in this dropdown. Among other features, the administrative setup of the Listing Type affects its display on the website and on the Extranet.

- **Details:**

- **Details:** This text field contains a brief explanation of the features of the business. If your DMO has configured the associated Listing Type to allow HTML, Extranet users will be able to edit their Listing description with the WYSIWYG editor. Your DMO can also set character limits, based on Listing Type, but these limitations will only be available when HTML is not made available.

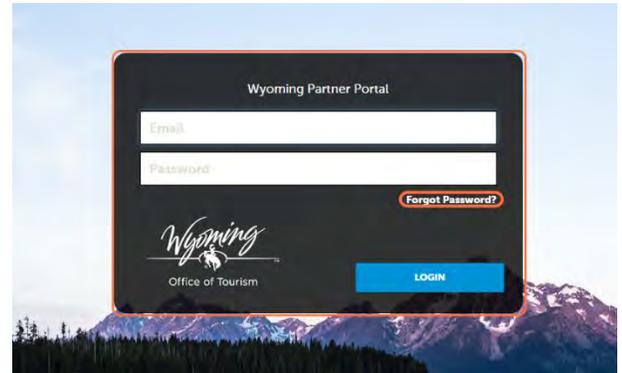
- **Categories:**

- **Category:** This field includes dropdown choices reflecting your DMO's Listing Categories stored in CRM. The Listing Category reflects the associated business' main or primary purpose or audience. For instance, many DMOs use 'Accommodations', 'Attractions' and 'Dining' as three of their Listing Categories.
 - Because Listing Types, Categories and Subcategories work in combination, the system requires Extranet users to select a Listing Type before selecting a Listing Category.
- **Subcategory:** This field asks Extranet users to define the Listing further. For example, if the Listing Category is 'Dining', then the main subcategory may be 'Dining - American'.
 - Primary Category & Subcategory cannot be edited by a user after a listing has been created on the extranet. This change must be made by someone from the DMO with editing access.
- **Additional Subcategories:** While the system requires that each Listing includes at least one category and subcategory, your DMO may allow Extranet users to include more than one subcategory. A restaurant with the 'Dining' Category and the 'Dining - American' subcategory might find it advantageous to also share that their restaurant serves other options. The restaurant could add 'Dining - Asian' and 'Dining - French', if additional subcategories are available to add to the Listing.

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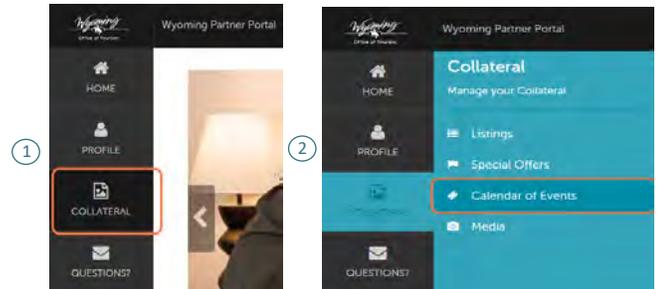
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Add Events

1. Select 'Collateral' on the side Navigation toolbar.
2. Click on 'Calendar of Events.'
3. Click the blue **ADD EVENT** button.
4. Add 'Event Information.'
 - (Account, Title, Phone, Email, & Website)
5. Add in your 'General' Information.
 - (Description, Categories, & Social Media)
6. Set up an 'Event Location.'
 - (Venue Listing, Location, Address, City, County, & Zip/Postal Code)
7. Put in the 'Event Date'.
- (Rank, Start Date, Start Time, & End Time)
8. Add an Image for your Event in 'Image Gallery.'
 - (PDF, JPG, & PNG)
9. Upload a 'file.' (Optional)
10. Click **SAVE** in the upper left corner to **Submit** Event for DMO Review.



- 4 Event Information

Account: ◀Required Title: ◀Required Phone: ◀Required
Email: ◀Required Website: ◀Required
- 5 General

Description: ◀Required Categories: ◀Required
- 6 Event Location

Address 1: ◀Required City: ◀Required
County: ◀Required Zip/Postal Code: ◀Required
- 7 Event Dates

Rank: ◀Required Start Date: ◀Required
- 8 Image Gallery

◀Image Gallery is required
- 9 Files

BROWSE

****Your Event will be sent to an administrator for approval. You will receive an email when it is approved.****
**** (Required) indicates all required fields. ****

Key: Fields within the New Events Section

- **Event Information:**
 - **Account:** The member or partner associated with the Leisure Event. If the Extranet 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.