



<https://harrisburg.extranet.simpleviewcrm.com>

If you should have any questions or issues accessing your account, please contact Justin Martsolf at justin@hersheyharrisburg.org or 717-231-2986 or Heather Mowers at heather@hersheyharrisburg.org or 717-231-2982

Visit Hershey & Harrisburg
3211 North Front Street
Suite 301A
Harrisburg, PA 17110
www.visithersheyharrisburg.org

MANAGING YOUR ACCOUNT

As the primary contact, **you** (or others you delegate access to) **will be responsible for maintaining current information within your Partner Extranet Account**. This includes notifying [Justin Martsolf](mailto:justin@hersheyharrisburg.org) directly when Account details (such as company name, partnership levels and contact information) need to be adjusted to your account.

Please note:

Contact information provided within your Partner Extranet Account(s) is used only by our internal staff to connect your organization with clients requesting specific information or services. It is also used to deliver partner meeting notices, bureau related items and other opportunities directly to you. Information entered in the Listings/Amenities sections appear on our website and other promotional resources.

Who can have access to the EXTRANET?

Any Visit Hershey & Harrisburg partner contact may have access to the extranet. Visit Hershey & Harrisburg staff will determine what you can access on the extranet through security settings. If you need to change security settings for a particular contact, please contact [Justin Martsolf](mailto:justin@hersheyharrisburg.org).

**VISIT HERSHEY & HARRISBURG Partner Extranet 4.0
User Guide**



New Account Users

You will be sent an email from Visit Hershey & Harrisburg with the link and a temporary password. You may need to check your junk folder for the message if you don't see it in your inbox.

2. Click on the [link](#), which will take you to a "HersheyHarrisburg RVB extranet partner login" screen.
3. Your username is your full e-mail address.
4. Your password is a temporary password that was e-mailed to you. (Subject: Hershey Harrisburg Partner Extranet –Set-up and Login)
5. Upon logging in with your temporary password (type it in manually, as it may not work if copied please do not copy and paste password/case sensitive), you will be prompted to change your password to one of your preference.

SAMPLE EMAIL:

Subject: Hershey Harrisburg RVB Partner Extranet - Set-up and Login

Dear Valued Partner,

You have been added as an official user to your Hershey Harrisburg Regional Visitor's Bureau Partner Extranet!

Your login information:

Username: aproudpartner@hersheyharrisburg.org

Temporary password: partnersrock!

Once you log on you will be prompted to change your password.

To log into your Visit Hershey & Harrisburg Extranet Account, please click on the link: <https://harrisburg.extranet.simpleviewcrm.com>



MAIN PAGE – AT A GLANCE & BULLITEN BOARD

The screenshot shows the main page of the Partner Extranet 4.0. The top navigation bar includes the 'Visit HERSHEY & HARRISBURG' logo, 'Extranet' text, 'Hershey Harrisburg RVB Extranet', the user email 'justin@hersheyharrisburg.org', a 'Logout' link, and a dropdown menu for 'Hershey Harrisburg Regional Visitors Bureau'. A sidebar on the left contains icons for home, profile, documents, announcements, and settings. The main content area is titled 'At A Glance' and features three colored cards: a purple card with '2 Listing Views', an orange card with '3 Listing Click Throughs', and a green card with '0 Offer Views'. Below these cards is a 'Partner Bulletins' section with a dropdown menu set to 'All Bulletins' and a list of three reports: 'April 2016 STR (Read: 07/06/2016)', 'December 2015 STR Report (Not Read)', and 'March 2016 STR Report (Not Read)'. Each report has a 'View Full' link.

At A Glance

Offers a quick snap shot of views for your Website Listing(s) and online Coupon offers. Select [See all](#) for a full overview of your partner listings and other benefits – i.e. Leads, Press mentions, events you’ve attended.

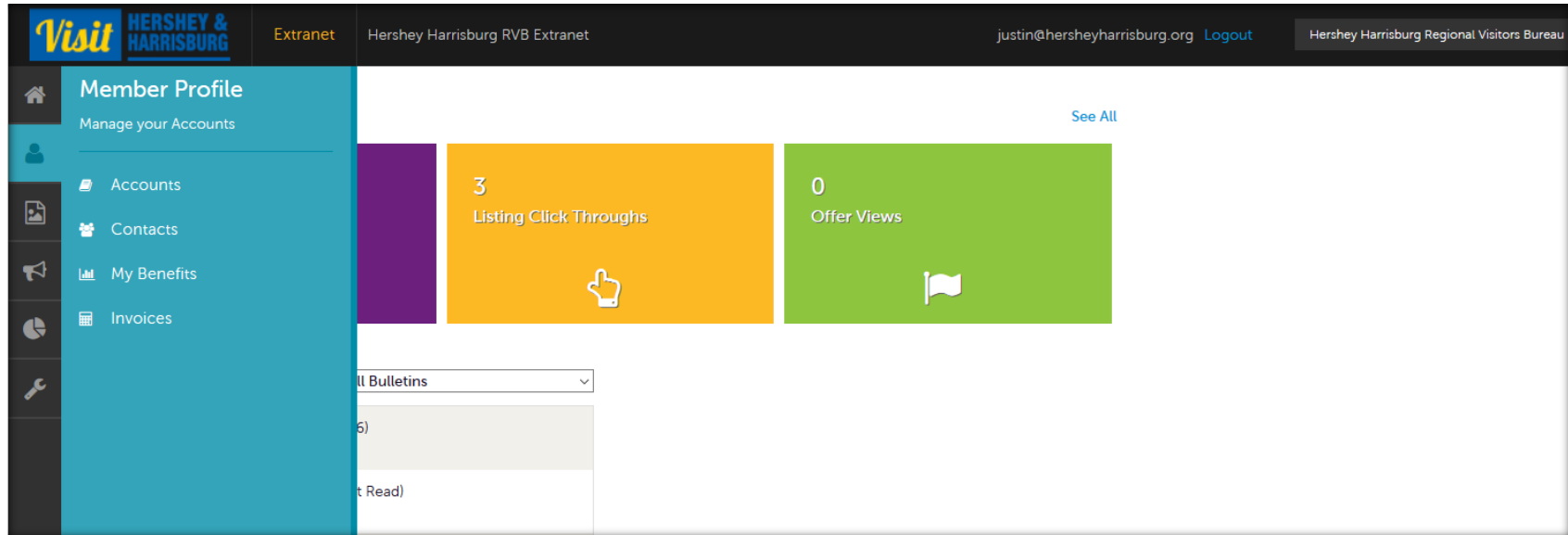
Partner Bulletins

View important bureau news and announcements, reports and as well as partner happenings and opportunities taking place in the local tourism community. Need to get the word out to your fellow partners about your special promotion, announcement or event? Submit your Partner Bulletin details to Kim McKelvy at Kim@hersheyharrisburg.org.





MEMBER PROFILE

Manage your Account



Accounts - View your partnership account(s) information such as your business's addresses on record (mailing/shipping/physical), website, telephone #'s, main email address, location amenities, social media links, etc.

*Please Note: The information within the AMENITIES section (Under your Account details) appears on our web site at www.visithersheyharrisburg.org. To ensure our site displays the most accurate information, it is critical for you to update Amenities for your organization's account.

To update Amenities, click on your Partner Account  and select Manage Amenities under Related Details. 
Make necessary changes and click Save. You may also manage your available meeting space information under Manage Meeting Space. *See screenshots on next page.*

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Visit HERSHEY & HARRISBURG Extranet Hershey Harrisburg RVB Extranet justin@hersheyharrisburg.c

Accounts




Filters (0) Manage Filters

Account is one of:

CHOOSE -

APPLY FILTERS

Actions Account

   [Hershey Harrisburg Regional Visitors Bureau](#)

Visit HERSHEY & HARRISBURG Extranet Hershey Harrisburg RVB Extranet

Account Details

EDIT

RETURN

Sections:

- Account Information
- Phone Information
- Address Information
- Invoices
- Image Gallery
- Social Media

Related Details:

- Manage Amenities
- Manage Meeting Space

Account Information

Account ID	847
Status	Active
Account	Hershey Harrisburg Regional Visitors Bureau
Extranet Parent	
Region	Harrisburg
Email	info@hersheyharrisburg.org
Website	http://www.visithersheyharrisburg.org

Phone Information

Primary	(717) 231-7788
Alternate	
Toll Free	(877) 727-8573
Fax	(717) 231-2808

Address Information

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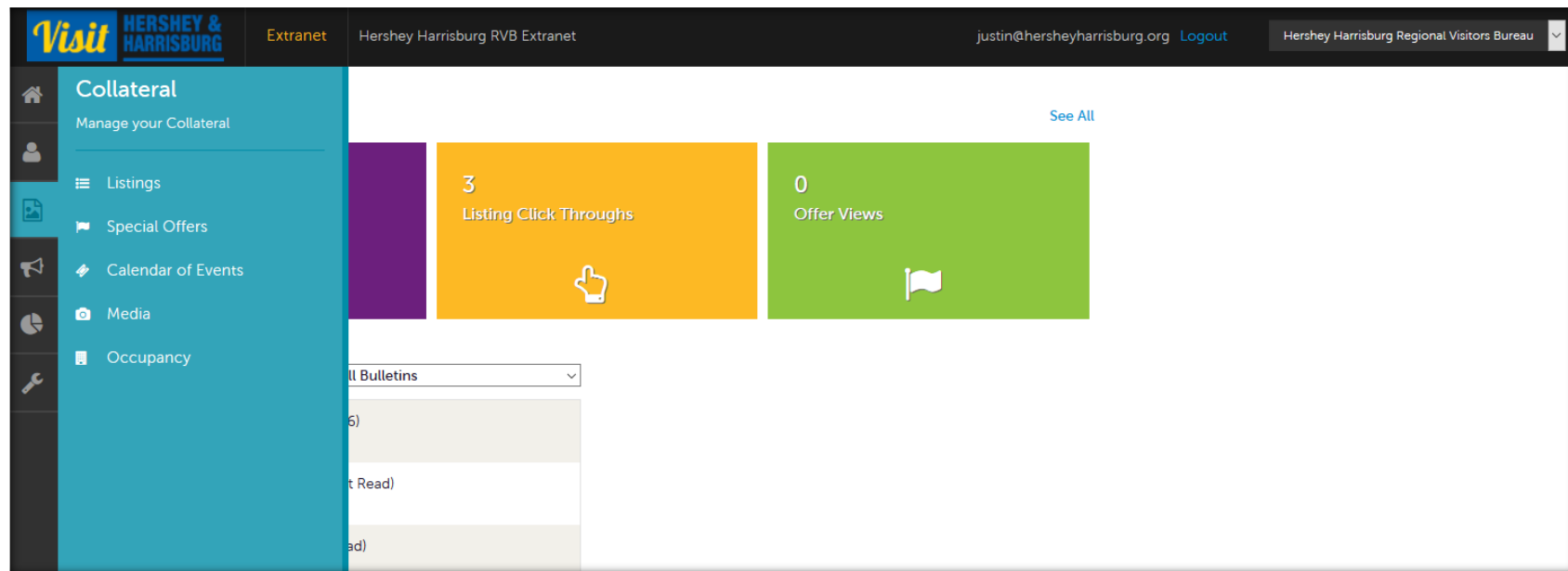
Contacts - View/Add/Edit all contact and contact information associated to your partner account

My Benefits - Full overview of your partner listings and other benefits – i.e. Leads/referrals, website listing views, press mentions, bureau events you've attended.

Invoices – Pay annual partnership Dues online, view/print your current Invoice and; review Package Level with list of benefits and services purchased.

COLLATERAL

Manage your Collateral



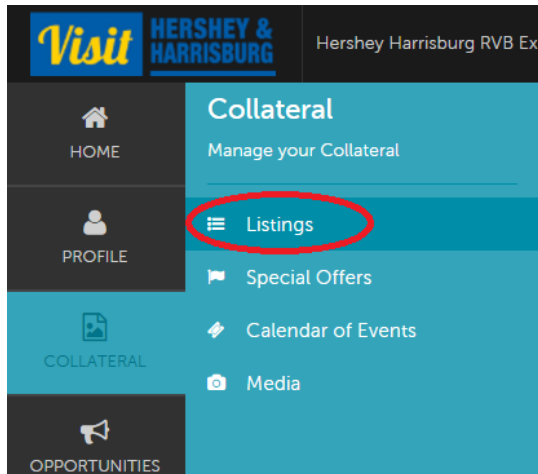


Listings – View or Edit your online and print listings. **Please make sure to review and confirm details for your annual Travel Guide print listing and your website listing at least yearly.*

Editing your Visit Hershey Harrisburg website listing

Want to make your listing stand out from the crowd? Try incorporating some of these tips to make the most out of your website listing.





1. Log on: <https://harrisburg.extranet.simpleviewcrm.com>
2. On the left hand side menu, click on Collateral and then click on Listings



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3. Click on the pencil in the row of the Website type to edit your website listing. (To update your Travel Guide (print) listing, click on Travel Guide instead of Website.)

Actions	Company	Listing Type	Category
 	your name here	Website	Restaurants
 		Travel Guide	Dining

4. Then edit your listing text in the description field.



Write a thorough, exciting description of your business that is at least 100 words. Why should visitors come to you? What unique offerings do you have? Are you family-focused or do you cater to adult couples and friends? The more a visitor knows about your business ahead of time, the more likely they are to stop by!



Update Listing


Fill in your Listing Description.

The other information like business address, phone, etc. should have already been set up for you can not be changed in this section. Please email Justin at Justin@hersheyharrisburg.org if you need changes made to your business contact information.

Click on the blue Save button on the top left to save your work.

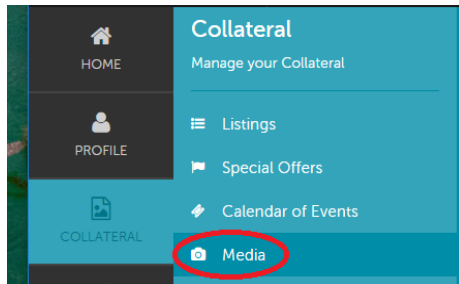
Next you'll need to upload photos and then come back to this screen to select them to appear in your website listing.

Updating/Adding Photos

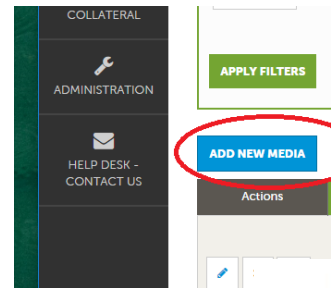
 Remember – a picture is worth a thousand words! Great photos help show visitors what they will experience. Are you a restaurant? Show us food and people enjoying their meal. Attraction? We want to see all the fun we can have on your property! Remember, high quality photos are best. Use an aspect ratio of 3:2. The minimum dimensions to upload is 566 x 377 pixels. Please stick to horizontal formats and don't use text or copy in the photo. For a free online resizing tool, please visit www.fotor.com.



5. To add photos, click “collateral” back on the left sidebar menu and then click Media.



6. Click on Add New Media



7. Add information – select your account (if there are multiple ones), give the photo a Title (this shows up when you hover over the photo in the listing). This is your place to caption your photos. See partner listing “2909 B&B” as an example of good title descriptions.





New Media

SAVE
CANCEL

Sections:
Media Information

Media Information

All images on the web site are meant to help convey the beauty of our destination. Photos must adhere to the following requirements, or else they will not be accepted: The minimum dimensions to upload is 566 x 377 pixels or use an aspect ratio of 3.2. • Horizontal format (no vertical images) • No text or copy in the photo • For a free, online resizing tool, please visit www.fotor.com

Account: **Required** Title: **Required**

Your Business name here

Type: **Required** Sort Order: **Required**

--Choose One--

Description:

Type: **Required**

--Choose One--

Logo
Image
YouTube

File: **Required**

Drag and Drop File To Page
or use the 'Browse' button below to find a file to add

BROWSE **REMOVE**

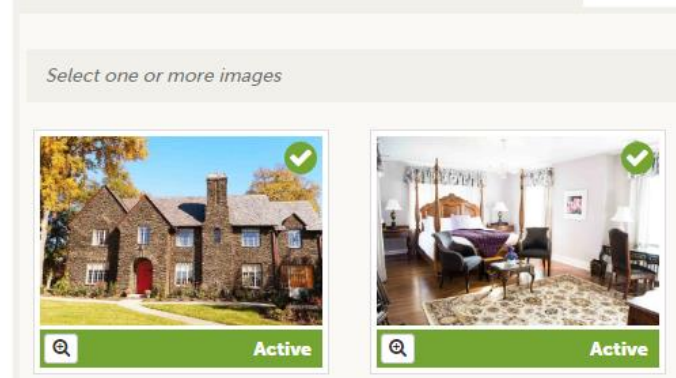
You can drag a file to the page to replace this file or use the 'Browse' button

Listing: CHOOSE AMONG THE FOLLOWING... -

Then choose Image for type and sort order and drag your picture file into the designated area. Select the listing name again.

8. Click on the blue save in the top left.
9. Go back to step # 2 and scroll down to the bottom of the listing. Your image(s) should show up in the Listing Image section and you will need to click on them to get them to show as active.

Listing Image





Special Offers/Coupons/Packages – View/Add/Edit your online special offers, coupons, travel packages or hotel deals.

Calendar of Events - View/Add/Edit your online events.

Adding Events to the Visit Hershey & Harrisburg Calendar of Events

As a Partner, you can post your public events so our calendar is always up to date with exciting activity options for our visitors

1. Log on: <https://harrisburg.extranet.simpleviewcrm.com>
2. On the left menu, click on Collateral and then Calendar of Events.
3. Click on Add Event.
4. Complete the form. Here're some tips and directions on how to maximize your event listing. (Required fields are marked in red on the form.)

New Event

SAVE

CANCEL

Sections:

- Event Information
- Event Location
- Event Dates
- Image Gallery
- General

Event Information

Account: ◀Required

Midtown Scholar Bookstore & Café

Title: ◀Required

Contact:

--Choose One--

Admission:

Description: ◀Required

Source B I S Ix

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- **Account** – Your business name should appear here for you
- **Title** – The name of your event.
- **Contact** – Your name or someone else’s on the account we can reach out to if we have questions.
- **Admission** – We suggest leaving this blank unless the event is Free. Interested visitors can learn about pricing/ticket information on your event page.
- **Description** – Tell the potential visitor about your event and why it’s a must-see while they’re in town. Be descriptive, enthusiastic, and inclusive, with just enough detail to generate interest! They can gather the specifics, like parking and directions on your event page (we’ll provide a link).
- **Rank** – Choose “Special Event”

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Website: <input type="text"/>	Categories: <small>Required</small> <input type="text" value="CHOOSE AMONG THE FOLLOWING..."/>
Phone: <input type="text"/>	Host Organization Listing: <input type="text"/>
Primary Category: <small>Required</small> <input type="text" value="--Choose One--"/>	
Host Organization Name: <input type="text"/>	

Event Location	
Venue Listing: <input type="text"/>	Address 1: <input type="text"/>
Address 2: <input type="text"/>	Address 3: <input type="text"/>
City: <input type="text"/>	State/Province: <input type="text"/>
Zip/Postal Code: <input type="text"/>	Location: <input type="text"/>

- **Website** – Include a link to your site’s event page or Facebook event page for visitors to learn more. Wherever possible, help the visitor navigate directly to the event details, rather than taking them to your web site or events calendar.
 - www.susiesshoes.com ✘
 - www.susiesshoes.com/events ✘
 - www.susiesshoes.com/events/spring-concert-2018 ✔
- **Categories** – Choose all categories that apply.
- **Primary Category** – Choose just one of these that best describes your event.
- **Host Organization Listing** – Begin typing your business name here and click on your name when you see it. This will ensure that your event is associated with your business listing on VisitHersheyHarrisburg.org. Your name is also repeated in the Host Organization Name field.
- **Venue Listing** – Your business name and address is auto populated here. If you’re only the host and your event takes place somewhere else, put the venue’s name and address here.



Event Dates

Start Date: *Required 

Times:


Start Time:

End Time:

No event recurrence, this event will occur only on the start date

- **Start Date** – Enter the day of your event (or first day).
- **Times** – Include the time here
 - 9 PM
 - 10 AM – 1 PM
 - Doors at 6 PM; Show at 7 PM
 - You don't need to complete Start Time or End Time fields.
- **Recurrence** – If your event is a one day occurrence, no need to change anything there. If you have a weekend event that's less than a week, input the dates under Custom. Events that occur over several weekends can use Weekly. If you're not sure, it's best to input each of the days individually under Custom, that way there's no confusion.
 - To enter Custom dates, click in the field to display the calendar. Pick the day and choose Add. Do this for each of the days.

Custom

Custom Date: 

	Event Date	Day
✘	11/18/2017	Saturday
✘	11/19/2017	Sunday



Image Gallery

Drag and Drop Files here
or use the "Browse" button below to find a file to add

BROWSE

General

Video URL:

Site Location: ◀Required

Category 2:

Featured Story URL:

- **Image Gallery** – We encourage you to submit a photo! The ideal size ratio is 3:2, landscape orientation.
- **Site Location** – Choose “Primary”. If your event is within the Harrisburg City Limits, you can also choose “HBG”.

10. Once you’ve entered your event details, go back to the top and click Save.

New Event

SAVE

CANCEL

Sections:

- [Event Information](#)
- [Event Location](#)
- [Event Dates](#)
- [Image Gallery](#)

Event Inf

Account: ◀

Contact:

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Visit Hershey & Harrisburg (events@hersheyharrisburg.org) will receive an email when you've entered an event and we'll review your submission. We update our calendar twice a week with new events, so it may take up to one week for approved events to appear.



Media – Upload/change and delegate photos (and video) to appear with specific online listings.

Occupancy – *Not available*

OPPORTUNITIES

Manage your Opportunities: SALES LEADS & SERVICE REQUESTS

The screenshot shows the 'Opportunities' dashboard. The sidebar on the left contains the following items: Home, Profile, RFPs, Media Leads, Service Requests, and Settings. The main content area features three summary cards: a purple card, an orange card showing '3 Listing Click Throughs' with a hand cursor icon, and a green card showing '0 Offer Views' with a flag icon. A 'See All' link is located in the top right of the main content area. The top navigation bar includes the logo, 'Extranet', 'Hershey Harrisburg RVB Extranet', the user email 'justin@hersheyharrisburg.org', a 'Logout' link, and the organization name 'Hershey Harrisburg Regional Visitors Bureau' with a dropdown arrow.

RFPs - Review/Open/Respond to bureau generated sales leads from group tour, international, meetings, sports and events travel markets. *(Some Partner Package levels do not include the sales leads benefit)*

Media Leads - Review/Open/Respond to bureau generated media leads and travel writer inquiries/requests

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Service Requests - Review/Open/Respond to bureau generated requests from catering, transportation, meeting space or venues inquiries. *(Some Partner Package levels do not include the sales leads benefit)*

How to Manage my Leads and Requests?

What is the difference between leads and service requests?

Service requests are requests not requiring room nights, for items such.

Leads are inquiries from clients looking for overnight rooms and circulated by Visit Hershey & Harrisburg to facilities capable of servicing a group/event with room nights.

Where do the leads & service requests come from?

Sales calls, prospecting, trade show attendance, referrals, client phone/email inquiries... any way the Visit Hershey & Harrisburg Sales Team has contact with clients.

How many leads or service requests will my property receive?

This number will vary for every member/partner. The leads are customer-centric, meaning the Visit Hershey & Harrisburg Sales Team tries to match the needs of the client with members who can serve those needs – on as broad a basis as possible.

How are leads categorized?

Leads are divided into groups: Tour/Travel, Meeting Sales, Media/PR and Sports. There are filters to help sort leads, or you can choose to display leads from all groups.

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REPORTS

Special Industry Reports and Travel Research

The screenshot shows the 'Reports' section of the Extranet. The header includes the 'Visit HERSHEY & HARRISBURG' logo, 'Extranet' label, 'Hershey Harrisburg RVB Extranet' text, the user email 'justin@hersheyharrisburg.org', a 'Logout' link, and a dropdown menu for 'Hershey Harrisburg Regional Visitors Bureau'. The main content area is titled 'Reports' and features a 'Bureau News & Announcements' section. This section lists three reports: 'HHRVB FY14 - 15 Annual Report' (with a sub-description: 'HHRVB FY14 - 15 Annual Report Includes a full recap of HHRVB programming, economic impact and budget details from the previous fiscal year.'), 'Competitive analysis of the PA Tourism budget by the pr&la presented June 2016' (with a sub-description: 'Includes details that show how tourism in Pennsylvania is drastically underfunded, as well as projections for ROI on suggested future funding levels.'), and 'Fiscal Year 2016-2017 Business Plan Sneak Peek June 2016' (with a sub-description: 'Reports includes a review of highlights, plans and goals from each HHRVB department, plus the announcement of the creation of the new Hershey Harrisburg Sports and Events Authority.'). A left-hand navigation menu contains icons for home, user profile, documents, announcements, and reports.

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