



Fort Worth Convention & Visitors Bureau
111 W. 4th Street | Suite 200 | Fort Worth, Texas 76102-3951

Partner Portal Instructions

Partner Profile

(My Benefits)

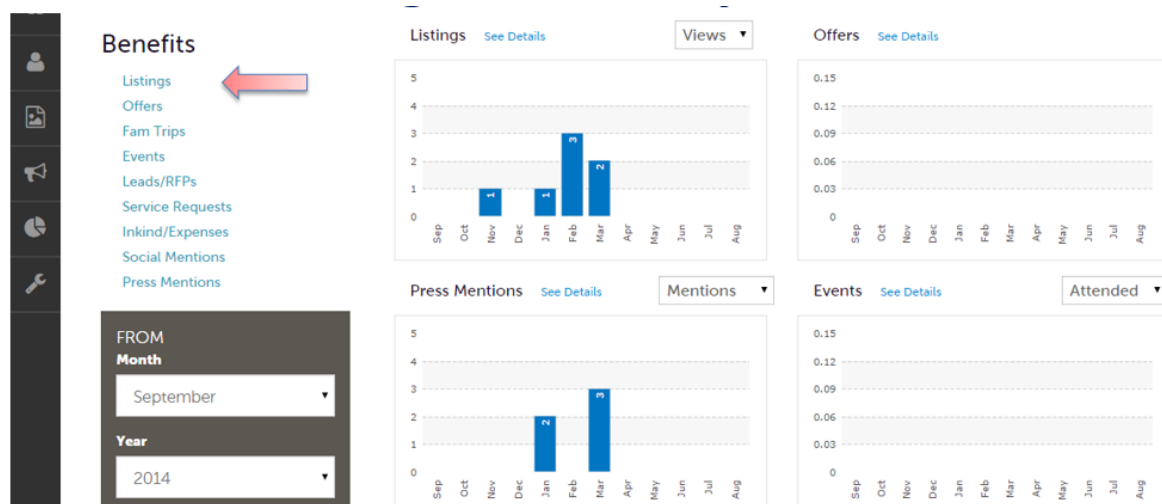
Viewing Your Member Profile:

Click on the **Profile Icon** on the left side navigation panel. This will display the details on file for your Partner account with the Fort Worth Convention and Visitors Bureau.

Benefits Summary:

This is much like a partner report card. It provides information on what the bureau is doing for you, such as:

1. Listings
2. Offers
3. FAM Trips
4. Events
5. Leads/RFPs
6. Service Requests
7. Inkind/Expenses
8. Social Mentions/Adverting Opportunities
9. Press Mentions



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

Please note:

If you are managing multiple properties, you will have the capability to "toggle" between properties as well as adjust the filters.

The filter panel includes the following elements:

- Account: -All-
- Month: September
- Year: 2015
- TO Month: August
- TO Year: 2016
- Buttons: PRINT (top), UPDATE (bottom)

- **Listings**

This section will show you total views and clicks of our website visitors. Able to group by account or category.

- **Offers**

This section will show you total views of the coupons/special offers associated with your account/profile on our website.

- **FAM Trips/Site Inspections**

This section will show you any FAM or Site Inspection associated with your property.

- **Events**

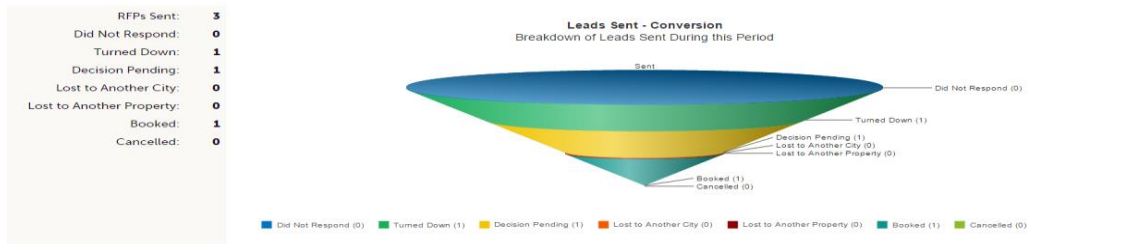
This section will show you any event associated with your property.

- **Leads:**

This section will show you the following:

a) **Conversion Analysis**

The following is a conversion analysis of all leads that you were sent during a set time period. It will help provide some insight as to where in the process you are losing out on these opportunities.



b) **Period Summary**

Unlike the conversion data above, the following is a full summary of updates for a set time period. In this section, you will see how many you won or lost during a time period, regardless of when the lead was sent.

Total								
Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assists	
3	2	1	2	0	0	0	0	0

Group By: Department | Account

Meeting Sales								
Company	Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assists
FWCVB	2	1	1	1	0	0	0	0
Simpleview, Inc.	1	1	0	1	0	0	0	0

Tour/Travel								
Company	Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assists
FWCVB	0	0	0	0	0	0	0	0
Simpleview, Inc.	0	0	0	0	0	0	0	0

- **Service Request:**

This section allows you to see how many times your listing was referred to someone through various categories as well as how many Service Requests were sent to your property to assist with Group Sales or Leisure Group Sales related requests.

- **Inkind/Expenses**

This section will show you all Inkind the Fort Worth CVB received and/or contributed as well as Expenses.

- **Advertising Opportunities**

This section will show you advertising opportunities in cash and trade amount value.

- **Press Mentions**

This section will show you article circulation and value.