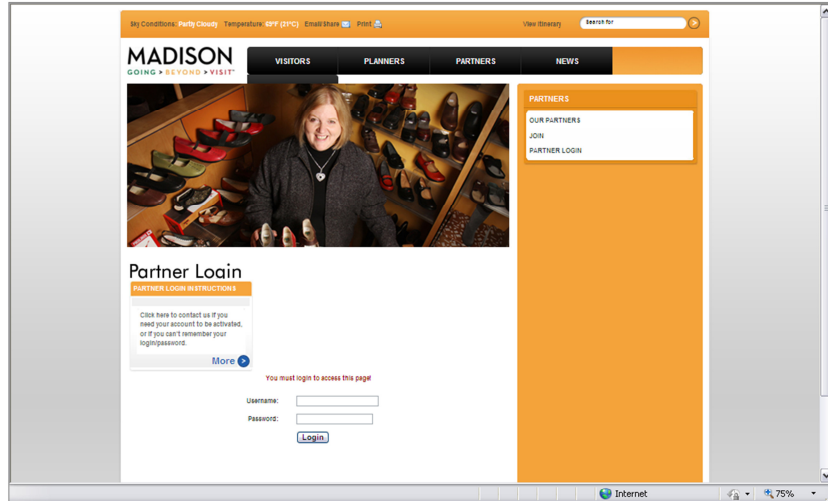




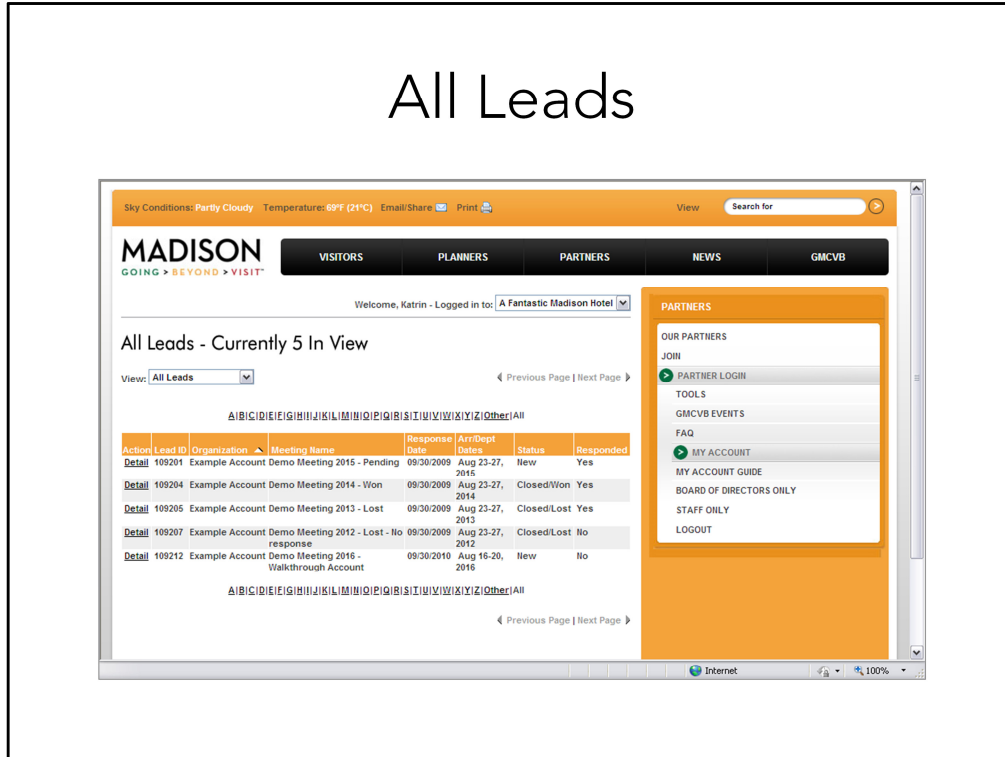
GMCVB ONLINE LEAD RESPONSE

Partner Login



Log in with your Username and Password. For questions or additional information please contact Megan Simonett at simonett@visitmadison.com or 441-3947.

All Leads



This screen will list all Leads for your property. Click on “Detail” to see the entire Lead. Status: New = leads where the Hotel Response Date has not expired. These leads are open for responses and changes.

Pending = leads where the Hotel Response Date has expired but we do not have the client decision yet. These leads are no longer open for response.

Closed/Won = We have received the clients decision and the event is a Win for Madison and your property. The list of properties selected and the room blocks will now show up on the Lead.

Closed/Lost = May mean one of two things. We have received the clients decision and Madison was not selected for this event or it is a Win for Madison but your property was not one of the selected properties.

Lead Detail – Basic Information

Lead ID: 109212
Contact: Julie Vanden Brook
vandenbrook@visitmadison.com
615 E. Washington Ave.
USA
Phone: 441-2556
Fax: 256-4556

Meeting Name: Demo Meeting 2016 - Walkthrough Account

Account: Example Account

Decision Date: 10/31/2010

Hotel Response Date: 09/30/2010

Total Attendees: 1000

Sales Manager: Katrin Madayag

Competitive Sites: Competitive Sites

Schedule of Events: Schedule of Events

Comments:

Action Requested: Action Requested

Lost Comments:

Meeting Specs: --None--

Status: New

Market Segment: Other

Report Date: 08/31/2009

Type: Convention

Decision-Making Process: Self

Preferred Date: 8/16/2016 - 8/20/2016

Alternate Date:

Alternate Date:

Meeting Pattern: Not Applicable

Date Comments:

Room Block

	Tue	Wed	Thu	Fri	Sat	Sun	Mon	
Date	8-16	8-17	8-18	8-19	8-20	8-21	8-22	Requested Rooms: 1400
Rooms	200	500	500	200				Peak Night Rooms: 500
Date	8-23	8-24	8-25	8-26	8-27	8-28	8-29	Additional room requests/needs:
Rooms								

The Lead Detail sections on slides 4, 5 & 6 will include all information that is on current Leads and pertains to the needs of the client.
 Note: The Lost Comments field will only have information listed at the time a Lost Opportunity is done.

Lead Detail – Meeting Logistics

Meeting Name: Demo Meeting 2016 - walkthrough account		Status: New						
Account: Example Account		Market Segment: Other						
Decision Date: 10/31/2010	Report Date: 08/31/2009							
Hotel Response Date: 09/30/2010	Type: Convention							
Total Attendees: 1000	Decision-Making Process: Self							
Sales Manager: Katrin Madayag								
Competitive Sites: Competitive Sites								
Schedule of Events: Schedule of Events								
Comments:								
Action Requested: Action Requested								
Lost Comments:								
Meeting Specs: --None--								
Arrival Dates		Date Information						
Preferred Date: 8/16/2016 - 8/20/2016		Meeting Pattern: Not Applicable						
Alternate Date:		Date Comments:						
Alternate Date:								
Room Block								
	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Requested Rooms: 1400
Date	8-16	8-17	8-18	8-19	8-20	8-21	8-22	Peak Night Rooms: 500
Rooms	200	500	500	200				Additional room requests/needs:
Date	8-23	8-24	8-25	8-26	8-27	8-28	8-29	
Rooms								
Additional Information								
Preferred Location: Full Service Hotel		Class:						
Organization Description: Organization Description								
Meal Information:								
Show Information:								
Meeting History:								
Decision Procedure:								
Confirmed Event Notes:								

The “Meeting Specs” field is where the sales manager will attach an RFP if required.

Lead Detail – Additional Information

Alternate Date: _____ Date Comments: _____
Alternate Date: _____

Room Block							
	Tue	Wed	Thu	Fri	Sat	Sun	Mon
Date	8-16	8-17	8-18	8-19	8-20	8-21	8-22
Rooms	200	500	500	200			
Date	8-23	8-24	8-25	8-26	8-27	8-28	8-29

Requested Rooms: 1400
Peak Night Rooms: 500
Additional room requests/needs: _____

3 **Additional Information**

Preferred Location: Full Service Hotel Class: _____
Organization Description: Organization Description
Meal Information: _____
Show Information: _____
Meeting History: _____
Decision Procedure: _____
Confirmed Event Notes: _____

Please send all correspondence to the GMCVB.

Response

Red fields are required.
Response Information

Pursuing this lead? Yes No
Rate: \$ _____ For multiple rates, please attach documentation or insert comments below.

Room Block							
	Tue	Wed	Thu	Fri	Sat	Sun	Mon
Date	8-16	8-17	8-18	8-19	8-20	8-21	8-22

Requested Rooms: _____

Note: The “Confirmed Event Notes” field will only have information listed at the time a Confirmed Event is done.

Class = the gsf that the client needs for this event.

The History for the meeting will either show up in this “Meeting History” field or the “History/Future” field shown on slide 8.

Lead Detail - Response

This section is for your response to the Lead.

- Pursuing this Lead? If you select Yes, please fill out the remainder of this section.
If you select No, please select one of the dropdown responses in the “Reason for not Pursuing” field, or fill in the “Reason for not Pursuing - Other” field.
- Rate: input the single room rate, for additional rates please attach a proposal and/or insert in the Comments box.
- Input the per night room block that you are proposing.
- Requested Rooms and Peak Night Rooms will automatically populate.
- Hotel Proposal – please attach your proposal here
- Click “Update” for the information to be saved

Optional – History/Future Tab

Preferred Date: 8/16/2016 - 8/20/2016
Alternate Date:
Alternate Date:

Meeting Pattern: Not Applicable
Date Comments:

Room Block

	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Requested Rooms:
Date	8-16	8-17	8-18	8-19	8-20	8-21	8-22	1400
Rooms	200	500	500	200				Peak Night Rooms: 500
								Additional room requests/needs:
Date	8-23	8-24	8-25	8-26	8-27	8-28	8-29	
Rooms								

Additional Information

Preferred Location: Full Service Hotel
Organization Description: Organization Description
Meal Information:
Show Information:
Meeting History:
Decision Procedure:
Confirmed Event Notes:

Please send all correspondence to the GMCVB.

Response: History/Future

Dates	City	Facility/Hotel
	Madison	Hilton \$199
	Madison	Hilton \$183
	Madison	Hilton \$199
	Madison	Hotel Katrin

Close

The History for the meeting will either show up here or in the “Meeting History” field shown on slide 6.

Closed/Won

Additional Information

Preferred Location: Full Service Hotel Class:

Organization Description: Organization Description

Meal Information:

Show Information:

Meeting History:

Decision Procedure:

Hotel Room Distribution

Hotel Name: A Fantastic Madison Hotel # of Rooms: 1600

Please send all correspondence to the GMCVB.

Response Pickup

Response Information

Pursuing this lead? Yes

Rate: \$139.99

Room Block

Date	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Requested Rooms:
8-23	8-24	8-25	8-26	8-27	8-28	8-29		320
Rooms	10	100	100	100	10			Peak Night Rooms: 100

Comments:

Close

Confirmed Event information – the status will say Won if your property was one of the selected hotels.

Pickup Tab

The screenshot displays a web application interface for managing room reservations. The main form is titled 'Pickup Tab' and contains several sections:

- Rooms:** A table with columns for room counts (50, 100, 600, 600, 300, 60) and an 'Additional room requests/needs' field.
- Date:** A table with columns for dates (8-30, 9-31, 9-1, 9-2, 9-3, 9-4, 9-5).
- Additional Information:** Fields for 'Preferred Location: Full Service Hotel', 'Class:', 'Organization Description', 'Meal Information:', 'Show Information:', 'Meeting History:', 'Decision Procedure:', and 'Confirmed Event Notes: Confirmed Event Notes'.
- Hotel Room Distribution:** A table with columns for 'Hotel Name' and '# of Rooms'. The entry is 'A Fantastic Madison Hotel' with 1500 rooms.

A modal window titled 'Pickup' is open, showing a table for room distribution by date and a 'Close' button. The table has columns for days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and rows for 'Date' and 'Rooms'. The 'Date' row shows dates from 8-23 to 8-28. The 'Rooms' row is empty. A '0 Rooms' label is visible above the table. Below the table is an 'Update Pickup' button.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Date	8-23	8-24	8-25	8-26	8-27	8-28	
Rooms							

This information will be requested by the GMCVB Convention Services team at the time of the event.

Closed/Lost – Confirmed Event

The screenshot displays a web application interface for event management. The main content area is titled 'Confirmed Event Notes' and contains several sections:

- Additional Information:** Fields for Preferred Location (Full Service Hotel), Organization Description, Meal Information, Show Information, and Meeting History.
- Hotel Room Distribution:** A table with columns for Hotel Name and # of Rooms. The entry is 'A Wonderful Madison Hotel'.
- Response Information:** A section for 'Pursuing this lead?' with a 'Yes' status and a rate of '\$139.99'.
- Room Block:** A table showing room distribution by date and day of the week. The total requested rooms are 330, and peak night rooms are 100.

A red text box in the center of the 'Hotel Room Distribution' section reads: **Please send all correspondence to the GMCVB.**

At the bottom of the main content area, there is a 'Close' button. The browser's status bar at the bottom shows 'Done' and 'Internet'.

Confirmed Event information – This event was a Win for Madison but the status will say Lost if your property was not one of the selected hotels.

Closed/Lost & No Response

The screenshot displays a web application interface with several sections:

- Arrival Dates:** Preferred Date: 8/23/2012 - 8/27/2012; Alternate Date: (empty); Alternate Date: (empty).
- Date Information:** Meeting Pattern: Not Applicable; Date Comments: (empty).
- Room Block:** A table with columns for days of the week (Sun-Sat) and rows for Date and Rooms. Requested Rooms: 1500; Peak Night Rooms: 500. Additional room requests/needs: (empty).
- Additional Information:** Preferred Location: Full Service Hotel; Organization Description: Organization Description; Meal Information: (empty); Show Information: (empty); Meeting History: (empty); Decision Procedure: (empty); Confirmed Event Notes: (empty).
- Response Section (highlighted with a purple box):** Response Information: You did not respond to this lead!

At the bottom of the page, there is a footer that reads: "Please send all correspondence to the GMCVB."

Lost Opportunity information.