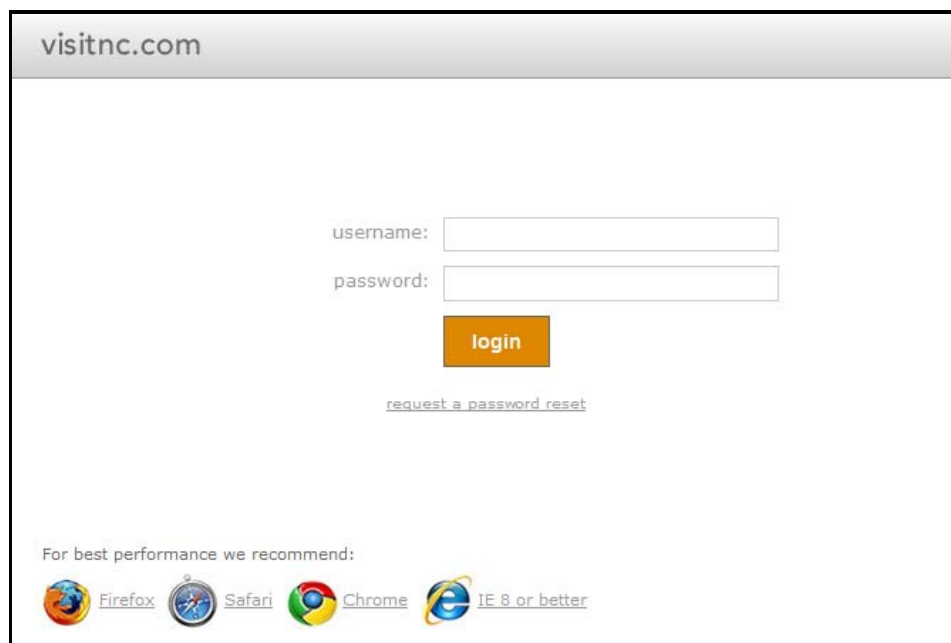


# VISITNC

## CONTROL PANEL OVERVIEW



A screenshot of the visitnc.com login page. The page has a light gray header with the text "visitnc.com". Below the header, there is a login form with two input fields: "username:" and "password:". Below the password field is an orange "login" button. Underneath the button is a link that says "request a password reset". At the bottom of the page, there is a section titled "For best performance we recommend:" followed by icons and text for Firefox, Safari, Chrome, and IE 8 or better.

visitnc.com





username:

password:

[login](#)

[request a password reset](#)

For best performance we recommend:

 [Firefox](#)  [Safari](#)  [Chrome](#)  [IE 8 or better](#)

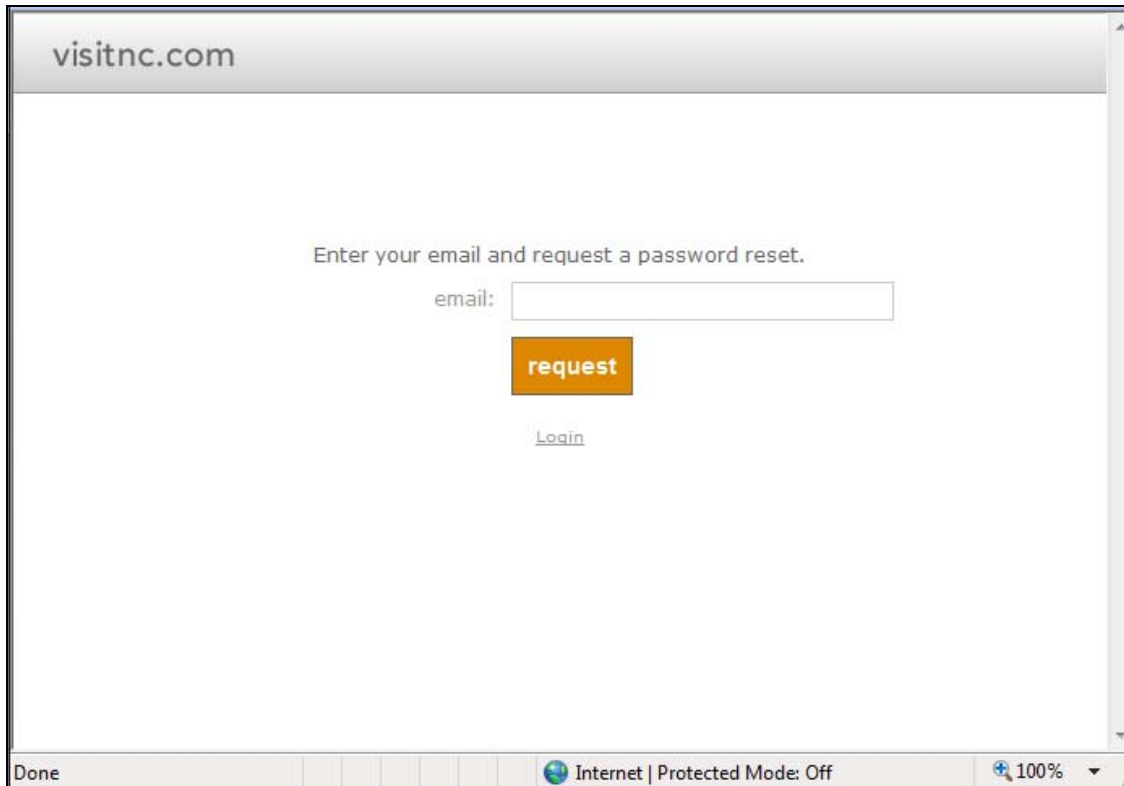
## USER DOCUMENTATION

REVISED: 5/2010

### BASICS OF THE VISITNC.COM CONTROL PANEL

#### INITIAL PASSWORD RESET

The first time you use the new control panel, you will have to request a password reset. You can do this by clicking on the link below the login form.

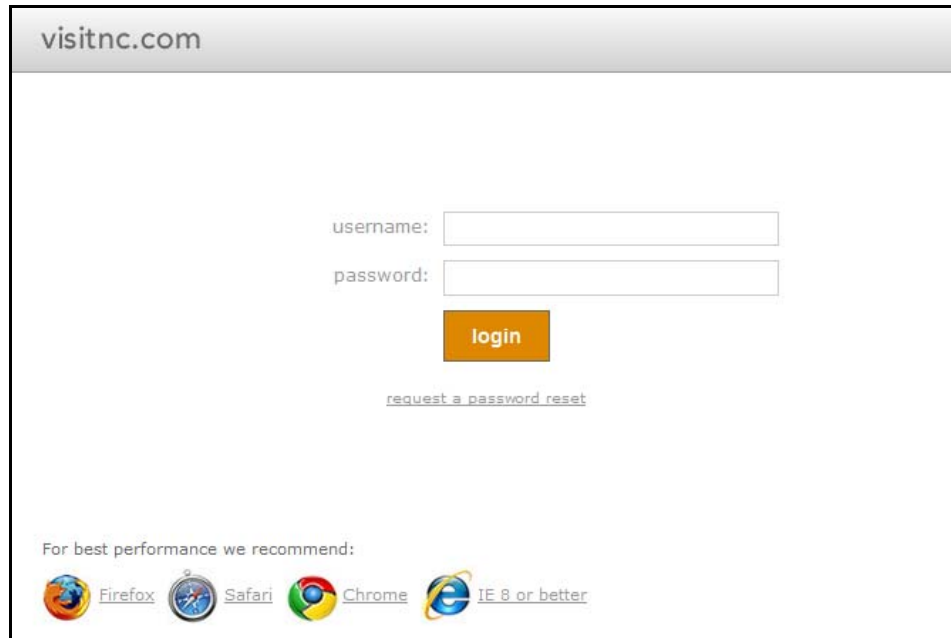
A screenshot of a web browser window displaying the password reset form on visitnc.com. The browser's address bar shows 'visitnc.com'. The page content includes the text 'Enter your email and request a password reset.' followed by an 'email:' label and a text input field. Below the input field is an orange button labeled 'request'. Underneath the button is a blue link labeled 'Login'. The browser's status bar at the bottom shows 'Done', 'Internet | Protected Mode: Off', and a zoom level of '100%'.

Simply enter your email address and press the request button. A link to a form where you can reset your password will be emailed to you. Click the link and fill in the form. You will need this information to log in.

If the control panel cannot find an account with your email address, you will need to contact the Extranet Manager at the Division of Tourism.

### LOG IN

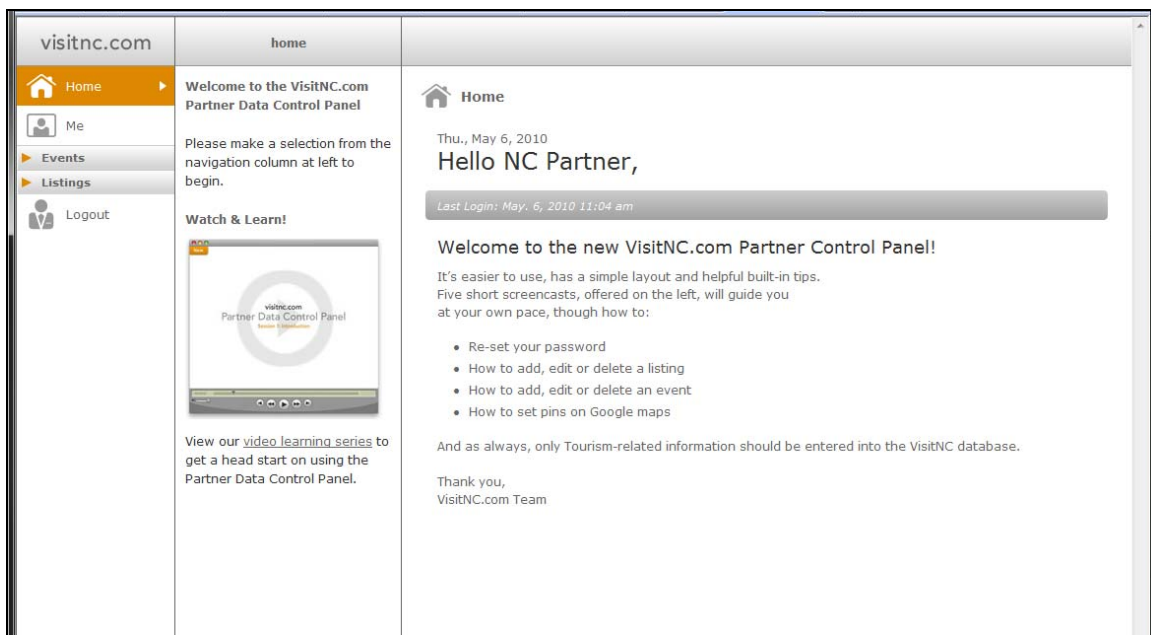
To begin using the new system, log into the control panel by typing in your username and password. Your username and password are unique to you. ***Please do not share these with anyone!***



The screenshot shows the login page for visitnc.com. At the top, the URL 'visitnc.com' is displayed. Below it, there are two input fields: 'username:' and 'password:'. An orange 'login' button is positioned below the password field. A link for 'request a password reset' is located below the login button. At the bottom, a recommendation for browser performance is shown with icons for Firefox, Safari, Chrome, and Internet Explorer 8 or better.

Enter your password here and press the login button.

Success, you are now using the VisitNC Control Panel.



The screenshot displays the 'home' page of the VisitNC.com Partner Data Control Panel. The page is divided into three main columns. The left column is a navigation menu with links for Home, Me, Events, Listings, and Logout. The middle column contains a welcome message, a prompt to make a selection from the navigation column, a 'Watch & Learn!' section with a video player, and a link to a video learning series. The right column shows the date (Thu., May 6, 2010), a greeting ('Hello NC Partner,'), the last login time (May, 6, 2010 11:04 am), a welcome message to the new control panel, a list of five short screencasts, and a list of four tasks: Re-set your password, How to add, edit or delete a listing, How to add, edit or delete an event, and How to set pins on Google maps. It also includes a note about entering only Tourism-related information and a thank you message from the VisitNC.com Team.

There are three columns you can see. The area on the left is called the navigation column. It is where you choose what information you want to work with.

## VISITNC EXTRANET USER GUIDE

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Reset your password to something that is easier for you to remember.

Click on the Me icon. The middle area is called the select column. It shows a list of items associated with the selection made in the navigation column. Since you only have one profile, click on My Profile.

My Profile information is now listed in the right column. This area is where you will be making most of your changes and it is called the modify column.

You can quickly update your contact information if you choose or in this case, change your password to something you will remember.

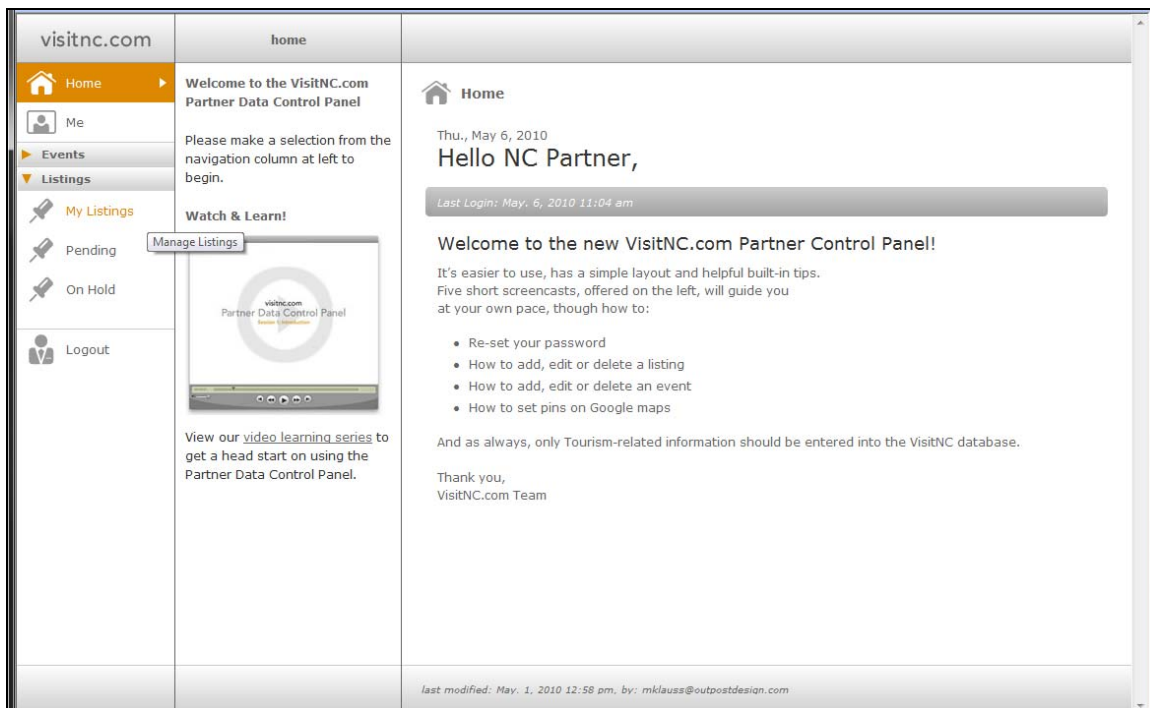
Type your password in the password field. And now retype it in the confirm field.

If you made any mistakes, you can fix them or if you want to save the changes, you click the Save button which will always be in the lower right hand corner of the control panel's window. It is important to save only after you have confirmed all of your information is correct.

After saving, you will see a message letting you know your profile has been updated.

### LISTINGS IN THE VISITNC CONTROL PANEL

Here you will review the control panel columns and how to delete a listing, edit an existing listing and add a listing.



## VISITNC EXTRANET USER GUIDE

Since you are already logged into the control panel, you can start by selecting the listings drop-down from the left area known as the navigation column. A menu appears showing My Listings, Pending listings and listings On Hold. My Listings are a collection of your current listings that you are able to edit. Pending listings are listings that you have made changes to and are waiting for review by the Division of Tourism. Listings On Hold are listings that you have made changes to and that have been reviewed by the Division but need additional edits before they can be approved.

Let's choose My Listings. You will notice that the middle selection column now shows all of your listings. The area on the right, known as the modify column, shows a dashboard of useful information about your listings.

The screenshot displays the 'visitnc.com' extranet interface. On the left is a navigation menu with options: Home, Me, Events, Listings, My Listings (selected), Pending, On Hold, and Logout. The central column, titled 'Listings', contains a search bar, a list of 15 listings (e.g., Holiday Inn Brownsto..., 18 Seaboard, 401 Par Golf, Inc.), and pagination controls showing '1 to 15 of 319'. At the bottom of this column are 'delete' and 'add' buttons. The right column, titled 'Listings Overview', features a summary table and a category breakdown table.

	Total	Pending	On Hold	Aging
<b>Listings</b>	<b>319</b>	<b>0</b>	<b>0</b>	<b>278</b>

Category	Total	Pending	On Hold	Aging
Attractions	156	0	0	131
Travel Professionals	109	0	0	93
Lodging	75	0	0	66
Visitor Information	40	0	0	34
Dining	34	0	0	33

It's important to note that events are no longer tied to listings. You will discover how to create events a little later.

The dashboard shows your total number of listings, how many are under a pending review, and how many are on hold and needing additional editing. You can also see how many of your listings are aging. These are listings that have not been checked out for a while and could use a quick review to confirm the accuracy of the information they contain.

The dashboard also breaks down the listings into the categories they fall under such as where to dine and what to do.

Now, let's pretend you have a listing you want to find and delete. First, go to the selection column. You can either page through all of your listings by pressing the arrows below the menu or you can use the find filter at the top. You can enter letters and the

## VISITNC EXTRANET USER GUIDE

menu below instantly updates with the listings that match your search. You can go back and reenter letters to change the scope of your search.

visitnc.com	Listings	
Home	<input type="text" value="vacation"/>	
Me	Bald Head Vacations ...	
Events	Coastal Vacation Res...	
Listings	Brown Mountain Lodge...	
My Listings ▶	4 Seasons Vacation Rentals	
Pending	Above The Horizon Va..	
On Hold	A Carolina Vacation Home	
	Alan Holden Vacation..	
Profiles	Appalachia Lake Wild..	
Logout	Appalachian Vacation..	
	Beach Vacation Properties	
	Blevins Vacation Cabins	
	Blue Ridge Vacation Cabins	
	Brindley Beach Vacat	
	Brooks Haven Vacatio...	
	Buffalo Creek Vacations	
	<b>1 2 3 4 5</b>	
	<b>1 to 15 of 98</b>	

An orange exclamation point next to a listing title indicates that particular listing is aging and its information should be reviewed.

Me	Bald Head Vacations ...	
Events	Coastal Vacation Res...	
Listings	Brown Mountain Lodge...	
My Listings ▶	4 Seasons Vacation Rentals	

## VISITNC EXTRANET USER GUIDE

The screenshot shows the VisitNC Extranet interface. On the left is a navigation menu with links like Home, Me, Events, Listings, My Listings, Pending, On Hold, and Logout. The main area is titled 'Listing Info' and contains tabs for Description, Categories, and Amenities. The 'Listing' section shows the publishing status and URLs. The 'Physical Address' section includes fields for Business Name (Boss Hog's Barbeque), Address (840 West 15th Street), City (Washington, NC), and Zip (27889). The 'Map' section shows a map of the location with a red pin. At the bottom, there are 'delete' and 'add' buttons.

Also note the delete button is now available in the bottom of the select column.

This screenshot shows a portion of the 'Listings' table. It lists two items: 'Sunshine Inn-Rocky Mount' and 'Patronies Pizza'. Below the list is a pagination bar showing '1 to 15 of 15,146' items. At the bottom of the table, there are 'delete' and 'add' buttons.

This is how you will remove old or unwanted listings. When you click the delete button, a message pops up asking if you want to delete the selected item. You can click cancel if you do not want to delete the listing or you can click okay if you do.

You can view your deleted listings that are now pending in the navigation column. If the Division of Tourism approves the deletion, the listing will be removed from the system.

## EDITING LISTINGS

Let's say you just want to edit a listing. To find a specific listing, you can return to the selection column and use the find filter. Simply click on a listing from the menu and its information is loaded into the modify column.

The screenshot shows the visitnc.com extranet interface. On the left is a navigation menu with options: Home, Me, Events, Listings, My Listings (selected), Pending, On Hold, Profiles, and Logout. The 'Listings' column displays a list of listings, with 'Lakes Golf & Country...' selected. The 'Listing Info' tab is active, showing fields for Publishing Status, Physical Address, and a Map. The Physical Address section includes fields for Previous Id (29486), Business Name (Lakes Golf & Country Club, The), Address (591 South Shore Drive), City (Boiling Spring Lakes, NC), and Zip (28461). The Map section shows a Google Map with a red pin and a 'find' button. The bottom of the interface has 'delete', 'add', 'cancel', and 'save' buttons.

You can go in and edit any of the listing information, adjust your descriptions under the Description tab, add or remove categories within the Categories tab and see what is assigned. Lastly, look at amenities under the Amenities tab.

This close-up shows the tabbed interface for editing a listing. The tabs are 'Listing Info' (selected), 'Description', 'Categories', and 'Amenities'. Below the tabs is a 'Listing' section with a red pin icon.

Once you are done editing a listing and click the save button located in the bottom right corner of the modify column, a message appears in the modify column letting you know that changes will be saved pending review. This listing can now be found by clicking on Pending in the navigation column. Once your edits are approved, the listing will be available to edit again from your listings in the navigation column.



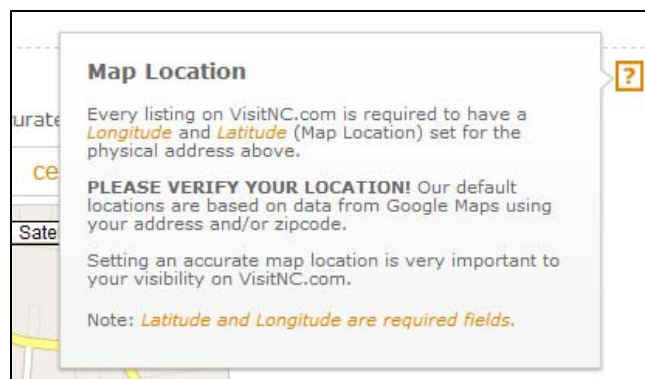
### ADDING NEW LISTINGS

How about adding a new listing? Select My Listings from the navigation column. You will now see an add button at the bottom of the selection column. Click it and a new blank form appears in the modify column.

The screenshot shows the VisitNC.com extranet interface. On the left is a navigation menu with options: Home, Me, Events, Listings, My Listings (selected), Pending, On Hold, and Logout. The 'Listings' column displays a list of existing listings, including 'Andy's Cheesesteaks', 'Backwater Jacks at T...', 'Beaufort County Arts Council', 'Bill's Hot Dogs', 'Blackbeard's', 'Blossoms Bed and Breakfast', 'Boss Hog's Barbeque', 'Carolina House Bed &...', 'Comfort Inn', 'Days Inn', 'Down on Main Street', 'Dragon Garden Buffet', 'Econo Lodge', 'El Tapatio', and 'Emmerich Theatre at ...'. At the bottom of this column are 'delete' and 'add' buttons. The 'modify' column is currently empty, showing a 'Listing Info' tab and a 'Physical Address' section with fields for Business Name, Address, Address2, City (a dropdown menu), and Zip. Below this is a 'Map' section with a Google Map and a 'center marker' button. At the bottom of the modify column are 'cancel' and 'save' buttons.

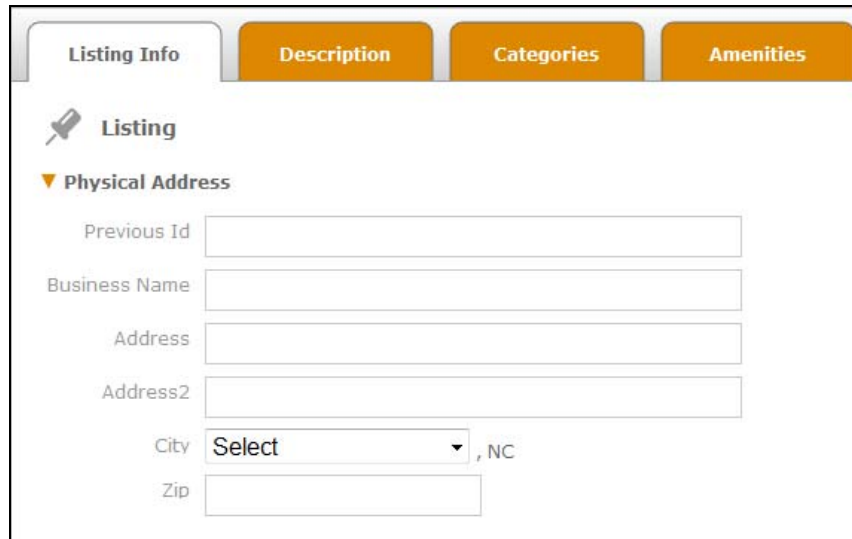
You may have noticed the icons on the right-hand side of the modify column. They provide helpful hints related to the part of the listing information you are adding or editing.

The icons with the question mark provide general help; the icons that are a book point out North Carolina Travel Guide specific information. Simply roll over them with your mouse to see the hints; roll off to hide them.



### LISTING INFO TAB

When adding new listings, the first field you have is the Physical Address.



**Listing Info** | Description | Categories | Amenities

**Listing**

▼ **Physical Address**

Previous Id

Business Name

Address

Address2

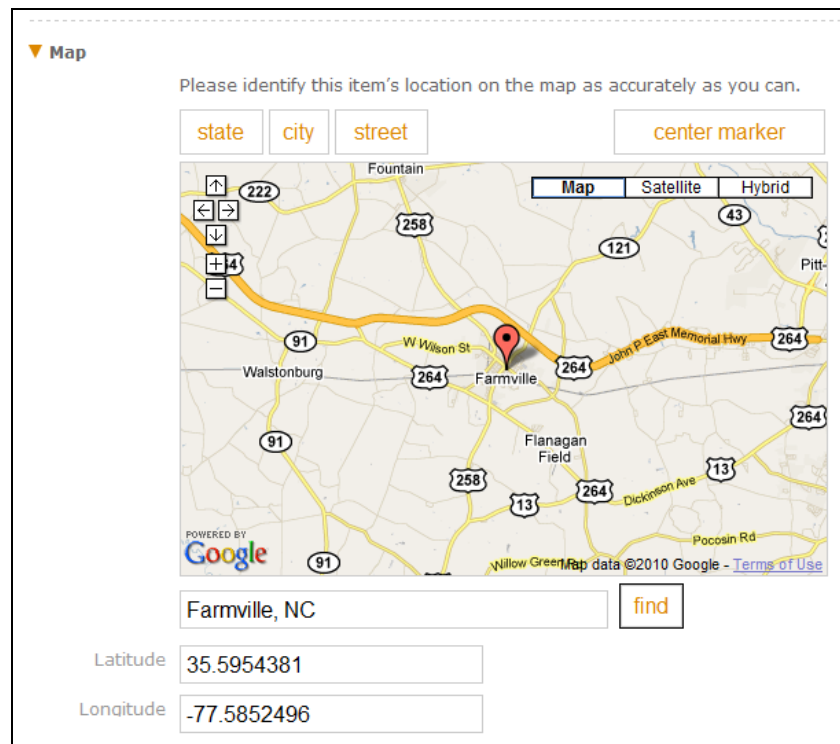
City  , NC

Zip

This should be populated with the actual location of a listing property. Enter the business name, address and select which city the listing is in. Don't forget to put in the ZIP code.

### GOOGLE MAP

The next section of the form is the map.



▼ **Map**

Please identify this item's location on the map as accurately as you can.

state city street center marker

Map Satellite Hybrid

Farmville, NC

Latitude 35.5954381

Longitude -77.5852496

There are two methods for finding the latitude and longitude for a particular place. The first method is to simply move around on the map. You can adjust the zoom level by clicking on state, city or street level buttons or by pressing on the plus or minus buttons. If there is no pin, double click in the map to set one. To fine-tune the location, you can zoom into street level and drag the pin icon to a precise location. You will notice that anytime you move the pin, the latitude and longitude fields update.

The second method is to type the address in the field below the map and click the find button. The map pin will be located at the approximate position. This is Google's best guess and it almost always needs fine-tuning. You can fine-tune that position by zooming in and dragging and dropping as done in the previous method.

The next section is the Mailing Address. If the mailing address is the same as the physical address, you can simply click the checkbox and the information will be duplicated here.

▼ **Mailing Address**

☐ Same as physical address

Address

Address2

City  , NC

Zip

The next fields are for entering the phone information, email addresses and website URLs. Phone numbers do not need to be in any particular format as the system will automatically adjust for parenthesis and dashes.

▼ **Phones**

Toll Free U.S.

Business

Business Alt

Toll Free Int.

Fax

▼ **Email**

Business

Booking

▼ **Websites**

Business

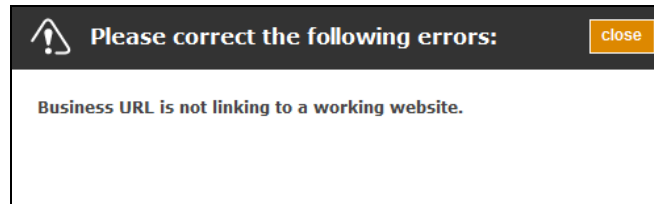
Booking

Meetings

Mobile

Websites should be working links and do not need to be preceded with *http://*.

Non-working links will not be accepted. If you submit a dead link, the system will return an error until you correct or remove the link.

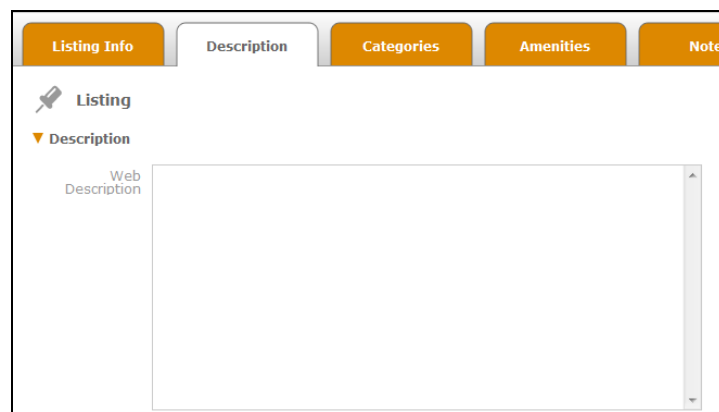


### DESCRIPTION TAB

Now you are going to switch tabs to edit the description information. At the top of the modify column, you will notice that one tab is white and the others are orange.



Since you have been adding the general listing info, that tab is white. Click on the Description tab and the form below now has fields related to the description information and driving directions.



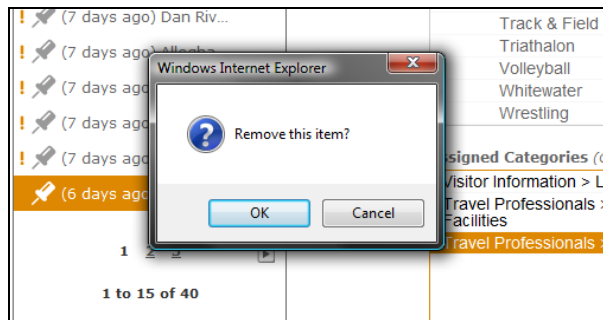
Descriptions are required for both events and listings. Good descriptions help visitors find the information they're looking for on VisitNC.com so it is important to include specifics. Enter the description and any additional driving directions.

### CATEGORIES TAB

Next, click on the Categories tab. Here is where you select the categories that best describe your listing. You can filter the categories by clicking on the drop down menu. Click on a category to add it to the listing and it will appear in the "Assigned Categories" field below. Continue to add other appropriate categories in the same manner.

The screenshot shows the 'Categories' tab of a listing management interface. At the top, there are tabs for 'Listing Info', 'Description', 'Categories' (selected), 'Amenities', and 'No'. Below the tabs, there is a 'Listing' section with a 'Categories' subsection. The instruction 'Please select the categories best describe your listing.' is displayed. Under 'Available Categories (Click item to select)', there is a dropdown menu currently set to 'Show: Attractions Categories'. A scrollable list of categories is shown, including Tubing, Water Parks, Water Skiing, Whitewater, Wildlife Viewing, Windsurfing, Resorts & Spas, Day Spas, Golf Resorts, Ski Resorts, Spa Resorts, Shopping, and Antique Shops. Below this, the 'Assigned Categories (Click item to remove)' section shows two assigned categories: 'Attractions > Outdoor Activities > Windsurfing' and 'Attractions > Outdoor Activities > Surfing & Kiteboarding'.

If you make a mistake and assign an incorrect category, you can simply click it in the assigned categories field to remove it. A confirmation box will appear when removing any categories. Click “OK” to continue.



## AMENITIES TAB

Now that you have assigned categories, let's show what amenities are available for this listing. You will need to check a couple of these boxes and fill in some fields.

Listing InfoDescriptionCategoriesAmenitiesNotes

Listing

▼ Amenities

Accreditation

☐ Member - NC Association of Realtors
 ☐ Member - NC Association of RV Parks and Campgrounds
 ☐ Member - NC Bed & Breakfasts and Inns
 ☐ Member - NC Restaurant & Lodging Assn.
 ☐ Member - NC Wine & Grape Council
 ☐ Member of

Activities

☐ Arcade/Game Room
 ☐ ATV Trails
 ☐ Ball Fields
 ☐ Basketball Court
 ☐ Bicycle Trail
 ☐ Boating
 ☐ Childrens Activities
 ☐ Fishing
 ☐ Hiking/Walking Trail
 ☐ Horseback Riding
 ☐ Miniature Golf
 ☐ Swimming
 ☐ Tennis

Facility Amenities

☐ A/V Equipment
 ☐ Accessible for Motorcoaches/RVs
 ☐ Accommodations on Site
 ☐ Air-Conditioning
 ☐ Amperage of Electric
 ☐ Boat Dock
 ☐ Boat Launch
 ☐ Camp Fire / Fire Pit

Food Services cont.

☐ Complimentary Continental Breakfast
 ☐ Complimentary Full Breakfast
 ☒ Extensive Wine List
 ☐ Restaurant on Site
 ☒ Serves Breakfast
 ☒ Serves Dinner
 ☒ Serves Lunch
 ☐ Snack Bar / Concessions
 ☒ Take Out / Delivery
 ☐ Tasting
  Select

General Info

☒ Accepts Major Credit Cards
  Admission Charge \$
 ☐ Airport Shuttle
 ☐ Baggage Handling Available
 ☐ Cash Only
 ☐ Child Care / Babysitting Available
 ☐ Children of Certain Ages Only
 ☐ Children Welcome
 ☐ Concierge Service
 ☐ Donations Accepted
 ☐ Handicap Accessible
  Hours of Operation
  Location
  Location - Water
 ☐ Masseuse Available
  Maximum Theater Capacity
  Number of Rental Units

Golf cont.

☐ Walking Policy
  Year Opened

Meetings & Groups

☐ A/V Provider On Site
 ☒ Accepts Company Checks
 ☒ Accepts Company Debit Cards
 ☐ Banquet Facilities
 ☒ Catering
 ☒ Group Rate Available
 ☐ Group Tour Site
  Largest Meeting Space sq ft
  Maximum Banquet Capacity
  Maximum Classroom Capacity
  Maximum Reception Capacity
  Maximum Seating Capacity
  Maximum Seating Sports/Events
  Meeting / Exhibit Space Sq. Ft
  Meeting Space sq ft
  Min # to Qualify for Group Rate
  Minimum # to Qualify for Group Tour

cancel

save

Don't forget to scroll through to the bottom of the Amenities tab to include any appropriate information for the listing.

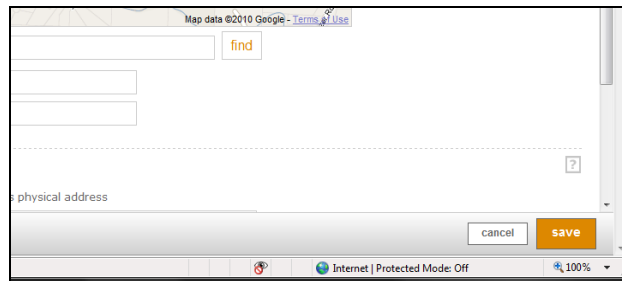
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### SAVE CHANGES

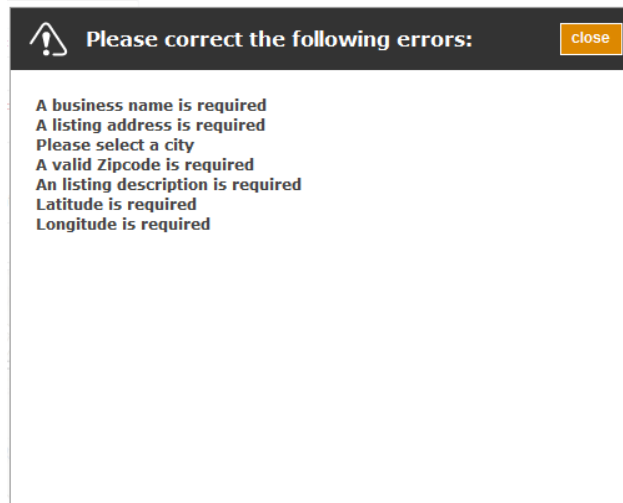
Now that the listing changes and additions have been made, you need to save the edits for approval.

**It should be noted that once you save this listing, you will not be able to edit it again until it has gone through the approval process.**

The save button is available in the lower right hand corner of the modify column. Click it and you will see a message in the modify column.



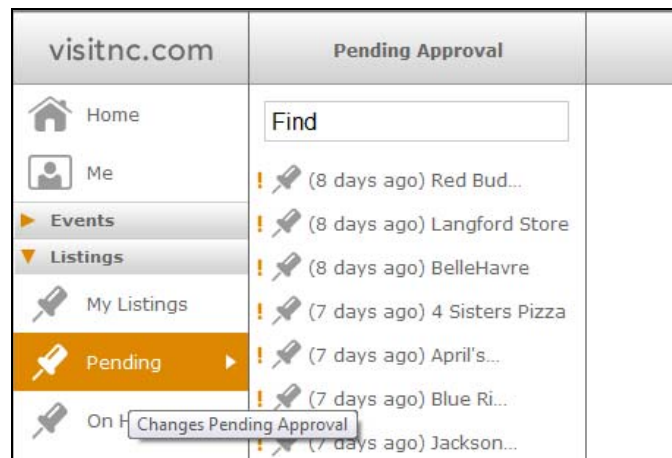
If you forgot to enter some required information, the message would tell you what was missing. Click the close button, add the missing information and click the save button again.



Just like deleting and editing, adding a listing requires the approval process.

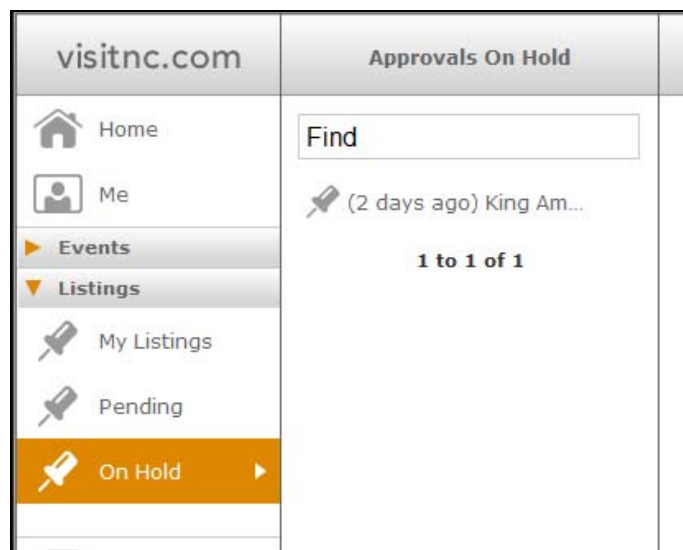
### PENDING ITEMS

The new listing will be visible by clicking Pending in the navigation column. If you click on one of the pending listings in the selection column, you will be shown in the modify column all of the fields that you changed for that listing, and are now under review. Once your new listing is approved, the listing will be available to edit from My Listings in the navigation column.



### ON HOLD

If during the approval process, something needs to be fixed, it will appear as On Hold in the navigation column. Again, by selecting the listing from the selection column, the On Hold listing will appear in the modify column. A helpful message should tell you exactly what needs correcting. Once that listing has been edited, it can be resubmitted to the approval process by clicking the save button.





### EVENTS IN THE VISITNC CONTROL PANEL

Here is where you will see how to delete an event, edit an existing event and add an event.

The screenshot displays the VisitNC Extranet Control Panel. The left navigation column includes links for Home, Me, Events, My Events (selected), Pending, On Hold, Listings, and Logout. The middle column shows a search bar with 'Find' and a dropdown for 'View Upcoming'. Below the search bar, it says 'Nothing Found' and '0 to 0 of 0'. The right column shows an 'Events Overview' dashboard. At the top, there is a summary table with columns: Total, Pending, On Hold, and Aging. The values are: Total 51, Pending 1, On Hold 0, and Aging 23. Below this is a detailed table with columns: Category, Total, Pending, On Hold, and Aging. The categories and their values are: Music Events / Concerts (22, 1, 0, 0), Christmas Events (18, 0, 0, 0), Art / Craft Shows (6, 0, 0, 6), Art / Photography Exhibitions (6, 0, 0, 5), Festivals (4, 1, 0, 0), Wildlife / Nature Events (2, 0, 0, 2), Historic Home Tours (0, 0, 0, 0), Theatre / Dance Events (0, 0, 0, 0), Other Events & Festivals (0, 0, 0, 0), Sporting Events (0, 0, 0, 0), and Performing Arts Events (0, 0, 0, 0). At the bottom of the middle column, there are 'delete' and 'add' buttons.

	Total	Pending	On Hold	Aging
Events	51	1	0	23

Category	Total	Pending	On Hold	Aging
Music Events / Concerts	22	1	0	0
Christmas Events	18	0	0	0
Art / Craft Shows	6	0	0	6
Art / Photography Exhibitions	6	0	0	5
Festivals	4	1	0	0
Wildlife / Nature Events	2	0	0	2
Historic Home Tours	0	0	0	0
Theatre / Dance Events	0	0	0	0
Other Events & Festivals	0	0	0	0
Sporting Events	0	0	0	0
Performing Arts Events	0	0	0	0

Since you are already logged into the control panel, you can start by selecting the events drop-down from the left area known as the navigation column. A menu appears showing: My Events, Pending events and events On Hold.

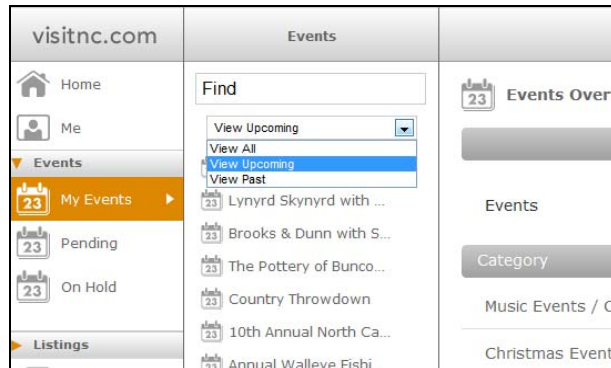
My Events shows a collection of current events listings that you can edit. Pending are events that have had changes made and are waiting for review. Events listed in the On Hold section are events that have had changes made and that have been reviewed, but need additional edits before they can be approved by the Division of Tourism.

Choose My Events. You will notice that the middle selection column now shows all of your events. The area on the right, known as the modify column, shows a dashboard of useful information about your events.

The dashboard shows your total number of events, how many are under a pending review, and how many are on hold and needing additional editing. You can also see how many of your events are aging. These are events that have not been checked out for a while and could use a quick review to confirm the accuracy of the information they contain.

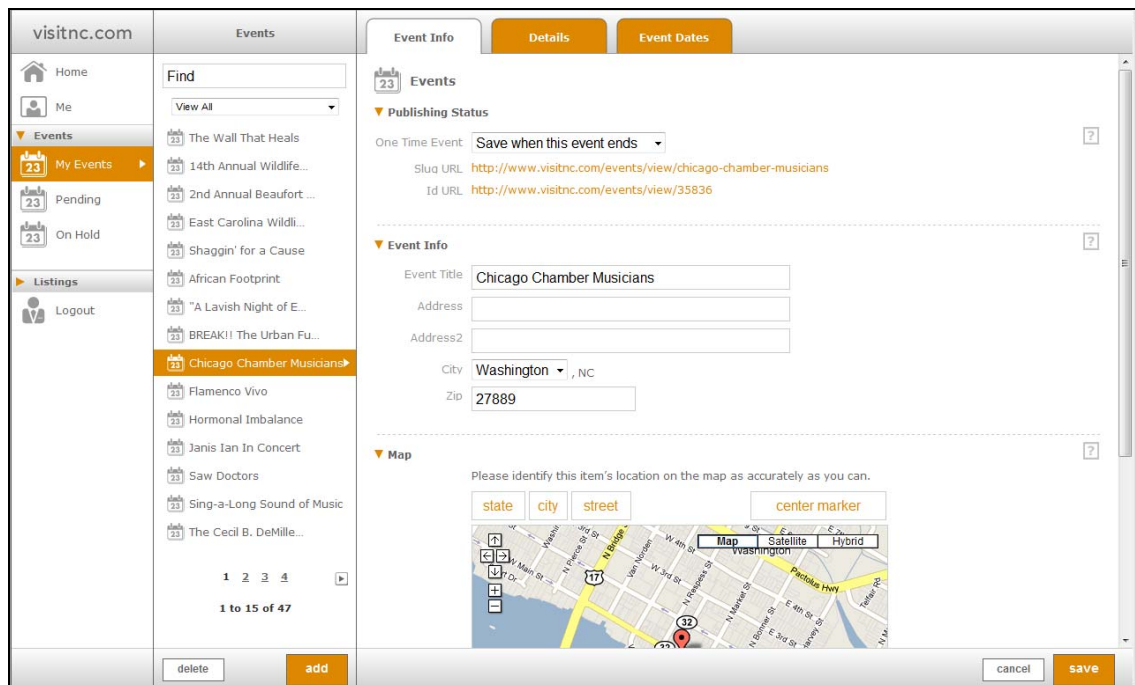
## VISITNC EXTRANET USER GUIDE

The dashboard also breaks down the events into the categories they fall under such as performing arts events or holiday events.



Pretend you have an event you want to find and delete. First, go to the selection column. There is a drop down menu that will let you choose to view all of your events, upcoming events or past events. You can either page through all of your events by pressing the arrows below the menu or you can use the find filter at the top. You can enter letters and the menu below instantly updates with the events that match your search. You can go back and reenter letters to change the scope of your search.

Choose which event you want to delete or edit by clicking on it in the selection column. Once selected, the information related to that particular event appears in the modify column on the right. The delete button is now available in the bottom of the select column.



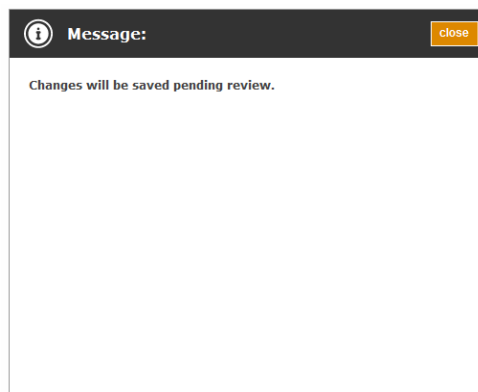
## VISITNC EXTRANET USER GUIDE

When you click the delete button, a message pops up asking you if you want to delete the selected item. You can click cancel if you don't want to delete the event or you can click okay if you do.

You can view your deleted events from Pending in the navigation column. If the Division of Tourism approves the deletion, the event will be removed from the system.

Let's say you just want to edit an event. Again you can return to the selection column and use the find filter. Simply click on an event from the menu and its information is loaded into the modify column. You can go in and edit any of the event information and adjust your event details.

When you're done editing the event, click the save button located at the bottom right of the modify column. A message now appears letting you know that your changes will be saved pending review. The event is now under Pending in the navigation column.



Once your edits are approved, the event will be available to edit again from My Events in the navigation column.

A screenshot of the VISITNC EXTRANET interface. The left sidebar shows navigation options: Home, Me, Events (with sub-options My Events, Pending, and On Hold), Listings, and Logout. The 'Pending' option is highlighted. The main content area is titled 'Review' and shows the 'Event Review' for the 'Washington Summer Festival'. It includes a 'Change Request History' table with one entry from May 13, 2010. Below this is a table with 'Record', 'Current Value', and 'New Value' columns, showing details for Description Web, Phone Business, Dates, and Categories. The 'New Values' section shows 'Events & Festivals > Festivals'. At the bottom, there is a 'cancel' button and a small text line: 'last modified: 2010-06-13 09:10:17, by: njones'.

### ADDING NEW EVENTS

Now look at adding a new event. Select My Events from the navigation column. You will now see an add button at the bottom of the selection column. Click it and a new blank form appears in the modify column.

The screenshot shows the visitnc.com interface. On the left is a navigation menu with 'Home', 'Me', 'Events', 'My Events', 'Pending', 'On Hold', 'Listings', and 'Logout'. The 'Events' section is active, showing a 'Find' search bar, a 'View Upcoming' dropdown, and a 'Nothing Found' message with '0 to 0 of 0' items. At the bottom of this section are 'delete' and 'add' buttons. The main area is titled 'New' and contains a 'Step 1' section with an 'Event Title' text field and a 'City' dropdown menu set to 'Select', NC. At the bottom right of the main area are 'Cancel' and 'Save' buttons.

You may have noticed the little icons on the right-hand side of the modify column. They provide helpful hints related to the part of the event information you are adding or editing. Simply roll over them with your mouse to see the hints; roll off to hide them.

The screenshot shows the visitnc.com interface with the 'Event Info' form. The left navigation menu is the same. The 'Events' section shows the same search and status information. The main area has tabs for 'Event Info', 'Details', and 'Event Dates'. The 'Event Info' tab is active, showing a 'Publishing Status' section with a 'One Time Event' dropdown set to 'Save when this event ends'. Below this is an 'Event Info' section with fields for 'Event Title' (filled with 'Fourth of July'), 'Address', 'Address2', 'City' (filled with 'Washington', NC), and 'Zip'. A 'Map' section below shows a map of the area with a 'center marker' and a 'Please identify this item's location on the map as accurately as you can.' instruction. A tooltip on the right explains the 'One Time Event' options: 'If Save when this event ends is selected this event will not be discarded after the last event end date has been reached. Past events can be viewed by selecting View Past in the select column.' and 'If Delete when this event ends is selected this event will be deleted after the last end date has been reached.' A note below the tooltip says 'Note: This field is required.' At the bottom of the form are 'delete', 'add', 'cancel', and 'save' buttons. A footer note at the bottom center reads 'last modified: Thu May 13, 2010, 9:41 am, by: njones'.

## VISITNC EXTRANET USER GUIDE

First, you have to decide if this event will be saved after it ends or if you would prefer it be deleted after the event ends. Then enter the event title, address, select which city the event is in and put in the ZIP code.

The screenshot shows the 'Event Info' tab of a form. At the top, there are three tabs: 'Event Info' (selected), 'Details', and 'Event Dates'. Below the tabs, there is a '23 Events' counter. Under 'Publishing Status', there is a dropdown menu set to 'Save when this event ends'. The 'Event Info' section contains the following fields: 'Event Title' (filled with 'Fourth of July'), 'Address' (empty), 'Address2' (empty), 'City' (dropdown menu set to 'Washington', NC), and 'Zip' (empty).

The next section of the form is the map. There are two methods for finding the latitude and longitude for a particular place. The first method is to simply move around on the map. You can adjust the zoom level by clicking on state, city or street buttons or by pressing on the plus or minus buttons.

If there is no pin, double click in the map to set one. To find exact locations you can zoom into street level. Drag the pin icon and drop it on the location to set. You will notice that anytime you move the pin, the latitude and longitude fields update.

The screenshot shows the 'Map' section of the form. It includes a title 'Map' and a prompt 'Please identify this item's location on the map as accurately as you can.' Below the prompt are three buttons: 'state', 'city', and 'street'. To the right is a 'center marker' button. The map itself shows a street view of Washington, NC, with a red pin icon. Below the map is a search bar with the text 'Washington, NC' and a 'find' button. At the bottom, there are two input fields: 'Latitude' (filled with '35.54759132713447') and 'Longitude' (filled with '-77.05016613006592').

The second method is to type the address in the field below the map and click the find button. The map pin will be located at the approximate position. This is Google's best

guess and it almost always needs fine-tuning. You can fine-tune that position by zooming in and dragging and dropping as you learned in the previous method.

The next section is directions. Any landmark references or special directions can be put in this field.

Your information for each particular event is broken down into tabs. Now you are going to switch tabs to edit the event details. At the top of the modify column, you will notice that one tab is white and the others are orange. Since you have been adding the general event info, that tab is white.

Click on the Details tab and the form below now has fields related to the description categories and some contact information.

The screenshot shows a web form titled 'Event Details' with three tabs: 'Event Info' (orange), 'Details' (white), and 'Event Dates' (orange). The 'Details' tab is active. The form contains the following sections:

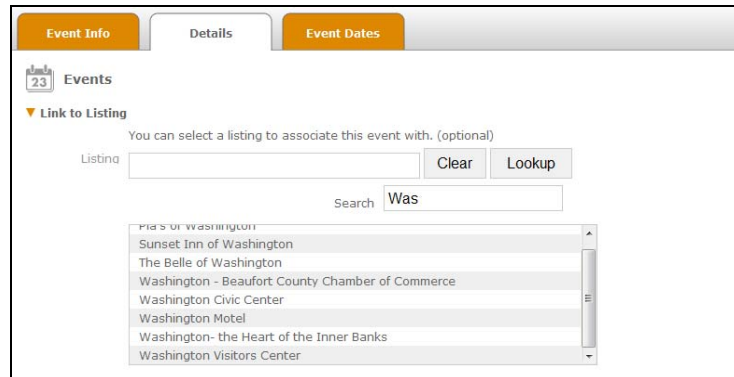
- Events**: A calendar icon showing '23' and a dropdown arrow.
- Link to Listing**: A section with the text 'You can select a listing to associate this event with. (optional)'. It includes a 'Listing' text input field, a 'Clear' button, and a 'Lookup' button.
- Description**: A section with a large text area for 'Description' and a smaller 'Admission Description' text input field. Both have rich text editors with icons for bold, italic, underline, link, unlink, and list.
- Categories**: A section with the text 'Please select the categories best describe your event.' and a list of 'Available Categories' (Click item to select):
  - African American Events
  - Air Shows
  - Art / Photography Exhibitions
  - Antique Shows
  - Art / Craft Shows
  - Auto / Boat / RV Events

At the bottom of the form, there is a status bar that reads 'last modified: Thu May 13, 2010, 9:41 am, by: njones' and two buttons: 'cancel' and 'save'.

It should be noted that events are no longer tied to listings. You now have the flexibility to have an event anywhere, at any time and the ability to assign that event to any appropriate category.

### LINK TO LISTING

You can also optionally link an event to a listing. Simply click the lookup button and start typing the name of the listing you are looking for. A list will appear below and you can click on the listing that you want to link to the event.

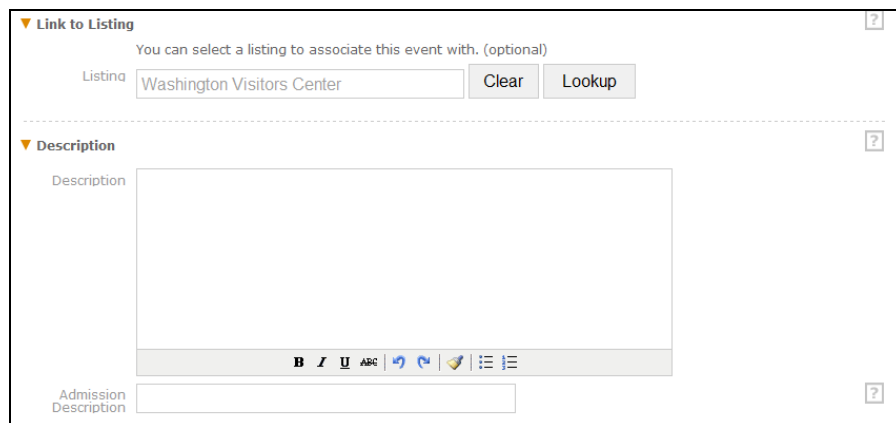


The screenshot shows the 'Event Info' tab of the VisitNC Extranet. Under the 'Events' section, there is a 'Link to Listing' option. A text box labeled 'Listing' is followed by 'Clear' and 'Lookup' buttons. Below the text box is a search bar with the text 'Was'. A dropdown menu is open, showing a list of suggestions: 'Pier's of Washington', 'Sunset Inn of Washington', 'The Belle of Washington', 'Washington - Beaufort County Chamber of Commerce', 'Washington Civic Center', 'Washington Motel', 'Washington- the Heart of the Inner Banks', and 'Washington Visitors Center'.

*It's suggested you link to a listing if possible. This ensures the event will appear on the linked property's listing on VisitNC.com.*

### EVENT DESCRIPTION

Descriptions are required for both events and listings. Good descriptions help visitors find the information they're looking for on VisitNC.com so it is important to include specifics. Enter the description and any specifics about admission.



The screenshot shows the 'Link to Listing' section with the 'Washington Visitors Center' selected in the listing box. Below this is the 'Description' section, which has a large text area for entering the description. At the bottom of the description area is a rich text editor toolbar with buttons for bold, italic, underline, text color, background color, bulleted list, numbered list, and link. Below the description area is the 'Admission' section, which has a text box for entering the admission details.

### CATEGORIES

The next section is where you select the categories that best describe your event. The example below is a festival. Scroll down to find an appropriate category. Click it and it is added to the assigned categories. You can add other categories if appropriate. If you make a mistake and assign an incorrect category, simply click it in the assigned categories file to remove it.

**Event Info** Details Event Dates

▼ Categories

Please select the categories best describe your event.

**Available Categories** (Click item to select)

- Children's Events
- Christmas Events
- Equestrian Events
- Expo / Hobby Shows
- Fairs - State & County
- Festivals
- Food Events
- Garden / Flower Events
- Home Shows
- Holiday Events
- Living History / Reenactments**
- Film Festivals / Special Film Showings
- Music Events / Concerts

**Assigned Categories** (Click item to remove)

- Events & Festivals > Holiday Events
- Events & Festivals > Living History / Reenactments

After you have assigned categories, enter some contact information and website information.

### EVENT DATES

Now you are ready to add your event dates. Again back at the top of the modify column you can select the Event Dates tab.

**Event Info** Details **Event Dates**

**Events**

▼ Dates

You may have a single date or a schedule of dates associated with this event.

Start Date

End Date

Note

**Add**

Set a start date and time as well as the end date and time. You can also enter notes about this specific event period. The help icon is quite helpful here as it shows examples of a schedule of events, a multi-day event, a single day event and an event with just a start time.



▼ Dates

You may have a single date or a schedule of dates associated with this event.

Start Date: July 3, 2010 9:00 am

End Date: July 3, 2010 9:00 pm

Note: Live Concert

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Start Date: July 4, 2010 10:30 am

End Date: July 4, 2010 00:00 pm

Note: Fireworks

---

Start Date: July 13, 2010 08:00 am

End Date: July 13, 2010 08:00 am

Note:

Remove this item

Add

You should also notice a little x box to the right of the second event date. Click that if you want to remove an event date.

Once you are done, it's time to save. It should be noted that once you save this event, you will not be able to edit it again until it has gone through the approval process.

The save button, as always, is available in the lower right hand corner of the modify column. Click it and you'll see a message in the modify column. If you forgot to enter some required information, the message would tell you what was missing.

⚠ Please correct the following errors: close

- A business name is required
- A listing address is required
- Please select a city
- A valid Zipcode is required
- An listing description is required
- Latitude is required
- Longitude is required

Click the close button, add the missing information and click the save button again.

Just like deleting and editing, adding an event requires the approval process. The new event will be visible by clicking Pending in the navigation column. If you click on one of the pending events in the selection column, you will be shown in the modify column all of the fields that you changed for that event, and are now under review. Once your new event is approved, the event will be available to edit from My Events in the navigation column. If during the approval process, something needs to be fixed, it will appear from On Hold in the navigation column. Again, by selecting the event from the selection column, the On Hold event will appear in the modify column. A helpful message should tell you exactly what needs correcting. Once that event has been edited, it can be resubmitted to the approval process by clicking the save button.

### NC Division of Tourism, Film and Sports Development Guidelines for Inclusion in the VisitNC Database

The VisitNC listings should be used to enhance tourism in your area, and thus benefiting your area. The Division uses information from this database to help consumers at visitnc.com and its related websites, 800/VISITNC, welcome centers and in both print and electronic publications. Timely and accurate updating of your area's information is to your benefit.

All legally operating, tourism-related businesses can be listed. Membership with the tourism marketing organization responsible for entering items into the Extranet is not a requirement for inclusion in this database. Properties listed in the database should be geographically located in North Carolina. Businesses suitable for listing include the following:

- Attractions (If attractions are open with limited hours—please list times of operation)
- Accommodations (Should meet state health code, if applicable)
  - Hotels/Motels
  - Resorts
  - B&Bs/Country Inns
  - Vacation realty companies
  - Individual vacation rentals if not listed with a vacation realty company
  - Campgrounds
- Restaurants
- Outdoor Recreation including public and semi-private golf course, outdoor outfitters, parks with outdoor activities etc.
- Unique shopping venues
- Meeting, convention and banquet facilities
- Tourism related services
- Transportation (Taxi, airports, train service etc.)
- Group tour services
- Destination Marketing Organizations or other tourism services

This database is not suitable for and should not include businesses such as adult entertainment, insurance companies, commercial and residential realtors with NO vacation rental business, auto sales, construction companies, etc. Businesses that are not related to tourism derive no real benefit from inclusion in this database.

Events also may be listed in the Extranet database. They should:

- Be related to tourism and draw attendance from at least 50 miles away. Events such as chamber of commerce banquets, business after hours, dance recitals, charity auctions or most types of fundraisers, etc., are not suitable for this website as they tend to be extremely localized in nature for attendance.
- Take place in North Carolina
- List specific dates and have contact information included.
- Have a brief but informative description.

\*The Division reserves the right to exclude, retain or edit any property as it sees fit in order to have the most current and accurate data possible.

**For further information, contact:**

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