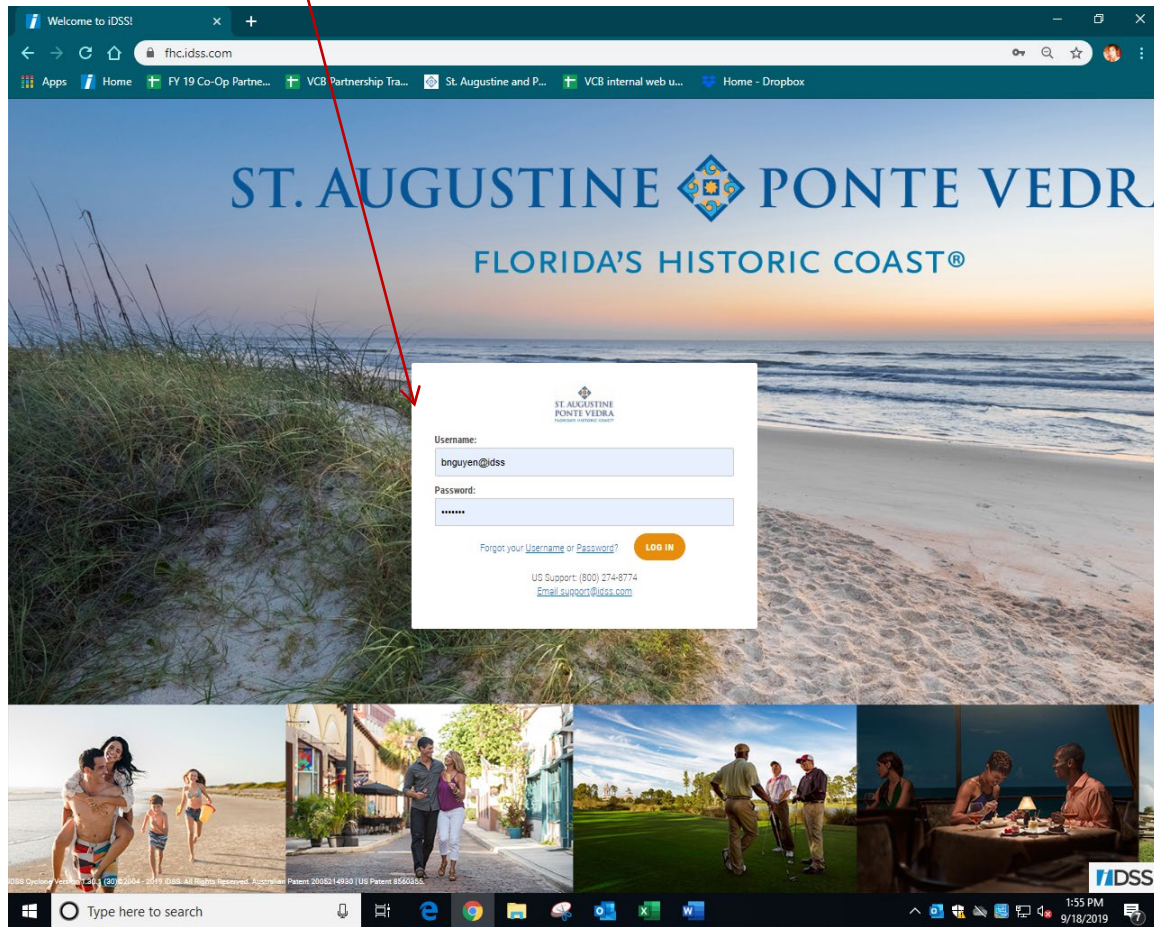


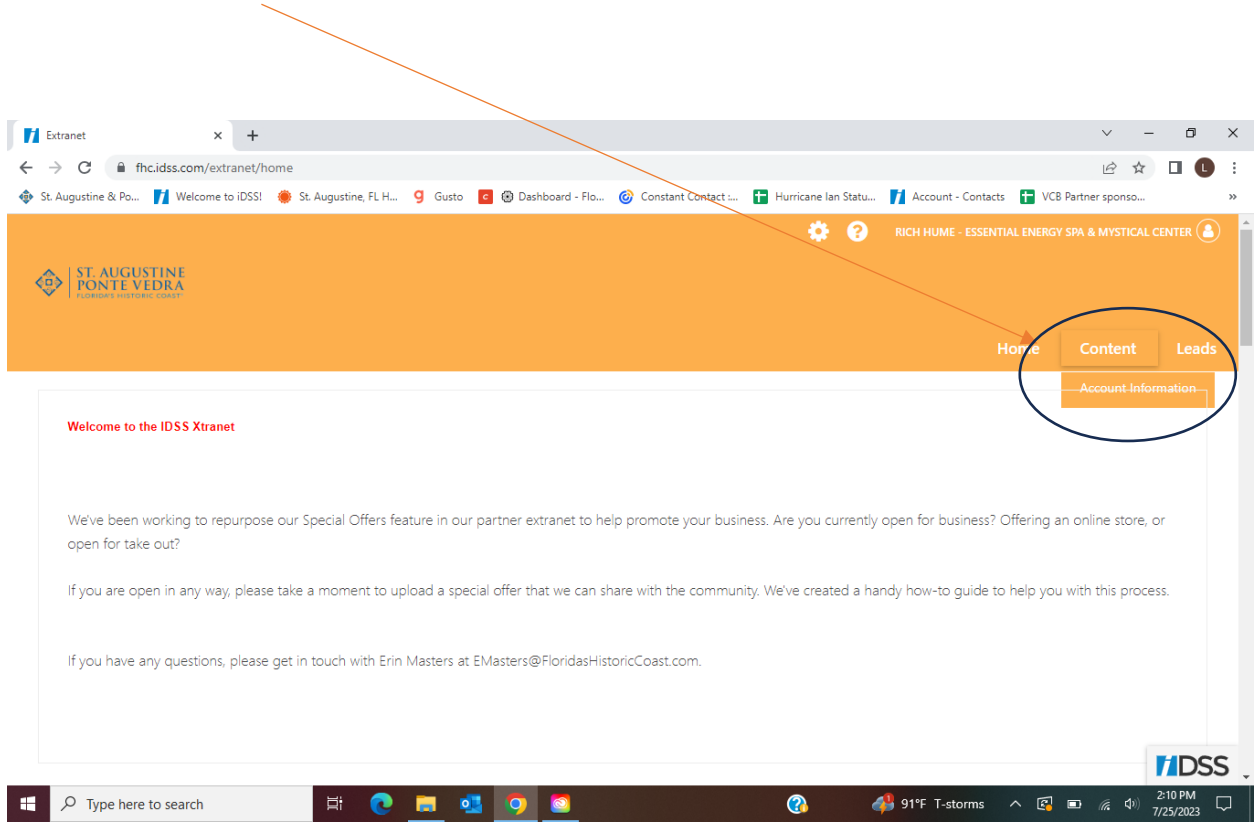
IDSS/CYCLONE
PARTNER PROFILE TRAINING MANUAL
ENTERING and UPDATING PARTNER INFORMATION ON THE VCB's INDUSTRY WEBSITE

Video Tutorial Available at: <https://www.youtube.com/watch?v=Vz1PkHDeaik&feature=youtu.be>

STEP 1: As a PARTNER of the VCB you will receive a unique username and password from the VCB's Sales Department. Login to <https://fhc.idss.com/>, and enter your username and password. If you have not received this, or misplaced the information please contact Erin Masters at 904-209-4422 or Lisa Mondello at 904-209-4433.



STEP 2: Once logged in, you will see Account Home Page. Click on CONTENT and then ACCOUNT INFORMATION



STEP 3:

ACCOUNT INFORMATION

The information here is what will display on FloridasHistoricCoast.com. You will want to review and confirm that the email addresses and phone numbers are what you want your visitors to see and use.

SOCIAL MEDIA PLATFORMS

Please add your social media link by visiting your social page and capturing the direct link and pasting it in the appropriate field.

ADD BOOKING/MEETING URLS

The Booking and Meeting URLs should be direct links to either your meeting page on your website or your booking engine/reservation page on your website. This will be different from your website address. You want to make it as easy as possible for the user to get the information they're looking for by providing the direct link.

The screenshot shows the 'Account Information' form for 'Victorian House Bed & Breakfast'. The form is divided into two columns. The left column contains fields for Account Name, Main Phone, Email, Facebook, Booking Email, Google+, Meetings Url, Pinterest, and Tripadvisor ID. The right column contains fields for Website Link, Fax, Twitter, YouTube, Booking Url (circled in red), Instagram, Mobile Website Url, and Toll Free Worldwide Phone. A red box highlights the entire form area. Red arrows point from the text above to the 'Booking Url' field and the 'Email' field. A red line also points from the 'Booking and Meeting URLs' section to the 'Booking Url' field.

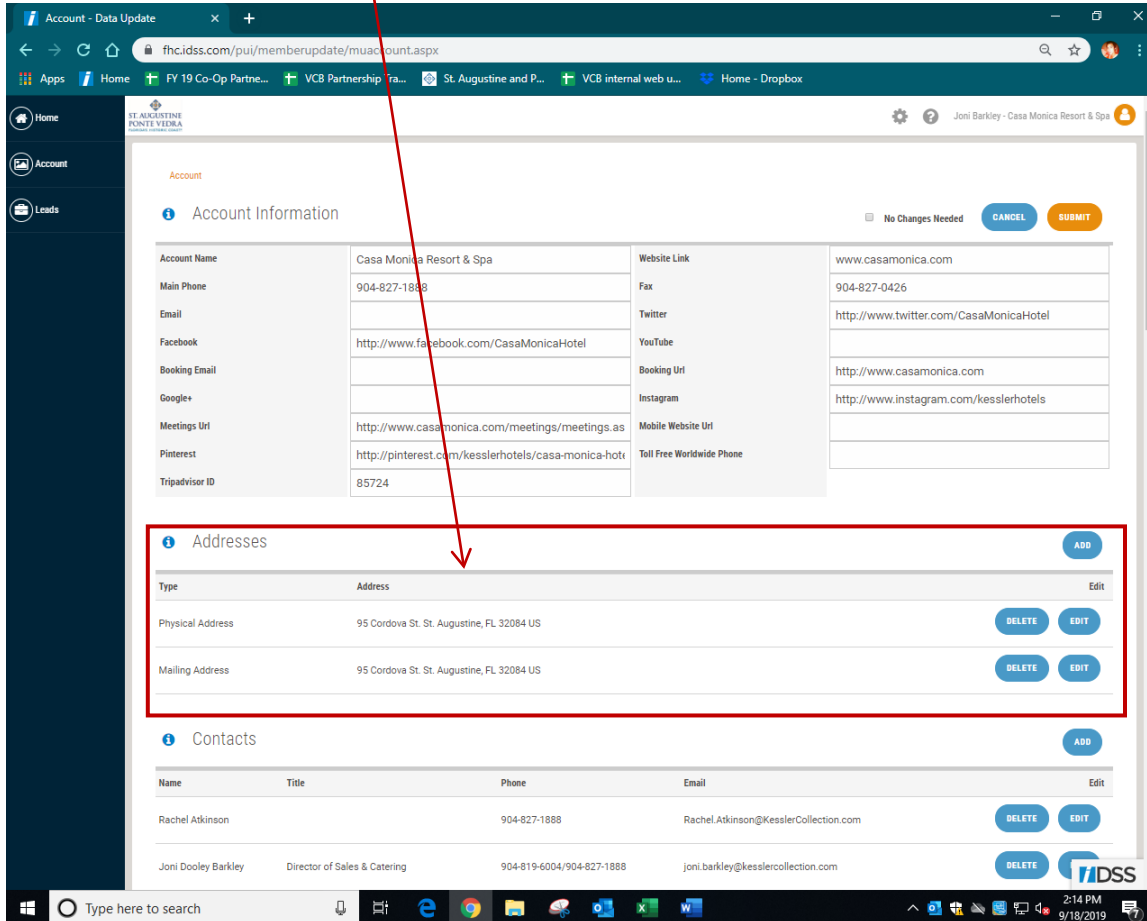
Account Name	Victorian House Bed & Breakfast	Website Link	www.victorianhousebnb.com
Main Phone	904-824-5214	Fax	904-824-7990
Email	stay@stayvictorianhouse.com	Twitter	https://twitter.com/StAugVictorian
Facebook	https://www.facebook.com/Victorian-House-1	YouTube	
Booking Email	stay@stayvictorianhouse.com	Booking Url	https://reserve6.resnexus.com/resnexus/resi
Google+		Instagram	http://www.instagram.com/victorianbnb/
Meetings Url		Mobile Website Url	http://www.victorianhousebnb.com
Pinterest		Toll Free Worldwide Phone	
Tripadvisor ID	117996		

STEP 4:

ADDRESSES

Please be sure to include both a MAILING and a PHYSICAL address (even if it is the same). The PHYSICAL address will display on the website.

If your business does not have a storefront, fill in the physical address fields without the street address.



STEP 5:

Review the contacts listed in your profile and add or delete accordingly. You can update current contact title information, phone numbers, and email addresses, as well as remove old contacts.

Please keep in mind that iDSS is the VCB's database so it should include all relevant contacts. You may add and/or delete people that are no longer with your business but we ask that if they're still employed that you leave them as a contact. This does not grant them access to the system. It allows other VCB team members access to their contact information should they need it.

The screenshot shows a web browser window with the URL `fhc.idss.com/pui/memberupdate/muaccount.aspx`. The page title is "Account - Data Update". The user is logged in as "Joni Barkley - Casa Monica Resort & Spa". The page displays a "Mailing Address" field with the value "95 Cordova St. St. Augustine, FL 32084 US". Below this is a "Contacts" section with a table of contact information. A red arrow points to the "DELETE" button for the contact "Rachel Atkinson".

Name	Title	Phone	Email	Edit
Rachel Atkinson		904-827-1888	Rachel.Atkinson@KesslerCollection.com	DELETE EDIT
Joni Dooley Barkley	Director of Sales & Catering	904-819-6004/904-827-1888	joni.barkley@kesslercollection.com	DELETE EDIT
Jillian Barosiak	Group Sales Manager	904-827-1888	Jillian.Barosiak@kesslercollection.com	DELETE EDIT
Taylor Fuller	Catering Sales Manager	904-819-6003/904-827-1888	Taylor.Fuller@kesslercollection.com	DELETE EDIT
Elizabeth Gomez	Sales Coordinator	904-819-6087	Elizabeth.Gomez@KesslerCollection.com	DELETE EDIT
Kelly Grosse	Revenue Manager	407-996-9962	kelly.grosse@kesslercollection.com	DELETE EDIT
Seth Richardson	Sales Manager	407-996-9945	seth.richardson@kesslercollection.com	DELETE EDIT
Kate Swantak	Group Sales Manager	904-819-6161/904-827-1888	Kate.Swantak@KesslerCollection.com	DELETE EDIT
Kelly Weisbecker	Sales and Executive Administrator	904-819-6006	kelly.weisbecker@kesslercollection.com	DELETE EDIT
Kimberly Wilson	General Manager	904-819-6001/904-827-1888	kimberly.wilson@kesslercollection.com	DELETE EDIT

Below the contacts table is a "Description" section with a table for adding or updating contact descriptions.

Name	Description	Edit
------	-------------	------

The footer of the page includes the iDSS logo and the text: "Find a blend of historic charm and modern luxury at Casa Monica Resort & Spa, Autograph Collection, one of St. Augustine, Florida's premier hotels. Boasting a rich history spanning over...". The system tray shows the time as 2:42 PM on 9/18/2019.

STEP 6:

DESCRIPTIONS

This is a new feature on our website. You now have the ability to tailor your descriptions to the audience that you're trying to target.

For example, an attraction partner that also has a venue for weddings can promote both by creating different scripts. Additionally, if a property offers accommodations, as well as meeting space, they may tweak the copy accordingly.

PLEASE LIMIT COPY TO 75 WORDS!

The screenshot shows a web application interface for managing descriptions. The interface is titled "Description" and has a sidebar with "Home", "Account", and "Leads". The main content area displays a list of descriptions with columns for "Name", "Description", and "Edit". A red arrow points from the text above to the "EDIT" button of the first description. The descriptions are categorized by audience: Accommodation->Website, Accommodation->Hotel/Motel->Website, Accommodation->Meeting Space->Website, Accommodation->Resort->Website, and Weddings->Venues->Website. Below the list is a "Details" section with a table of items.

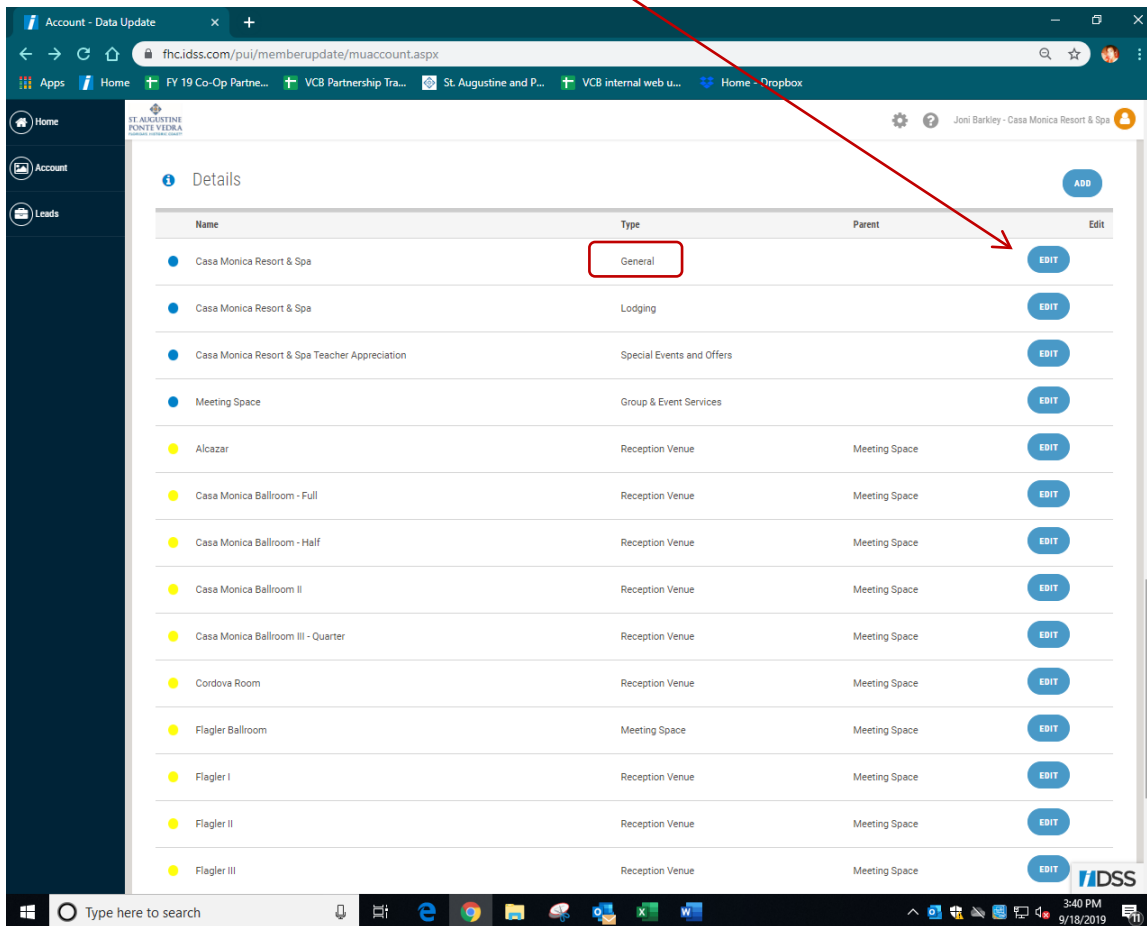
Name	Description	Edit
Accommodation->Website	Find a blend of historic charm and modern luxury at Casa Monica Resort & Spa, Autograph Collection, one of St. Augustine, Florida's premier hotels. Boasting a rich history spanning over 100 years, our resort was lovingly restored in 1999, welcoming guests with original artwork, striking Moorish columns and sophisticated style. Our beautifully appointed accommodations offer a number of boutique amenities, including luxury bedding, complimentary Wi-Fi, pristine bathrooms and views of downtown St. Augustine. After exploring our Historic District, stop by Costa Brava for flavorful Mediterranean cuisine, unwind with a massage at Poseidon Spa or sip on a handcrafted cocktail at Cobalt Lounge.	EDIT
Accommodation->Hotel/Motel->Website	A restored 1888 landmark hotel listed on the National Register of Historic Places, the castle-like Spanish architecture will transport you to a world of luxury, where the past and present seamlessly converge in a setting of regal beauty.	EDIT
Accommodation->Meeting Space->Website	Find a blend of historic charm and modern luxury at Casa Monica Resort & Spa, Autograph Collection, one of St. Augustine, Florida's premier hotels. Boasting a rich history spanning over 100 years, our resort was lovingly restored in 1999, welcoming guests with original artwork, striking Moorish columns and sophisticated style. Our beautifully appointed accommodations offer a number of boutique amenities, including luxury bedding, complimentary Wi-Fi, pristine bathrooms and views of downtown St. Augustine. After exploring our Historic District, stop by Costa Brava for flavorful Mediterranean cuisine, unwind with a massage at Poseidon Spa or sip on a handcrafted cocktail at Cobalt Lounge.	EDIT
Accommodation->Resort->Website	A restored 1888 landmark hotel listed on the National Register of Historic Places, the castle-like Spanish architecture will transport you to a world of luxury, where the past and present seamlessly converge in a setting of regal beauty.	EDIT
Weddings->Venues->Website	Our award-winning resort offers 12,000-square feet of versatile meeting space in the historic town of St. Augustine. Richly appointed ballrooms, private dining rooms, a relaxing poolside terrace and stately executive boardroom provide an exclusive destination for your next business meeting, corporate conference or social gathering.	EDIT

Name	Type	Parent	Edit
Casa Monica Resort & Spa	General		EDIT
Casa Monica Resort & Spa	Lodging		EDIT

STEP 7:

The **DETAIL** sections displayed will depend on your business type, ie., attractions, lodging, etc.

GENERAL – Every partner will have a **GENERAL** detail type. This is where you add images and YouTube videos to your online profile. To add images and videos, select **EDIT**.



STEP 8:

GUIDELINES FOR ADDING IMAGES:

- **Size: 750 x 413 pixels, horizontal format**
- **Please do NOT use vertical format images, as they do not display correctly on the site.**
- **Please do NOT enlarge an image that isn't already large enough as it will be blurry on the site.**
- **Format: JPG preferred, PNG accepted**
- **Please do NOT use text or logos embedded in the images. Images on FloridasHistoricCoast.com should be inspirational, not advertising in nature.**
- **Please do not use borders or frames on images.**

GUIDELINES FOR ADDING YouTube Links:

- **Enter the URL for the video you wish to share on your profile.**
- **Please do NOT add YouTube Channel URL's here. This section is for individual videos only.**

Account Casa Monica Resort & Spa (General)

Type in a Detail Name, select a Detail Type and click the Submit button to view the attributes. Complete the attribute fields and click Submit AGAIN to complete.

Account Detail Information

Detail Name	Detail Type
Casa Monica Resort & Spa	General

Spaces

Name	Space	Occupancy	Area	Edit

Attributes

Beach Rentals	<input type="checkbox"/>	Bicycle Rentals	<input type="checkbox"/>
Kayak Rentals	<input type="checkbox"/>	Mobility Chair Rentals	<input type="checkbox"/>
Scooter Rentals	<input type="checkbox"/>	Wheelchair Rentals	<input type="checkbox"/>
Youtube Video URL	<input type="text"/>	Main_Photo	Casa_Monica_2016.jpg <input type="button" value="UPLOAD NEW FILE"/>
Photo_2	293_718x480.jpg <input type="button" value="UPLOAD NEW FILE"/>	Photo_3	295_679x480.jpg <input type="button" value="UPLOAD NEW FILE"/>
Photo_4	295_672x480.jpg <input type="button" value="UPLOAD NEW FILE"/>	Photo_5	297_721x480.jpg <input type="button" value="UPLOAD NEW FILE"/>
Photo_6	5327_719x480.jpg <input type="button" value="UPLOAD NEW FILE"/>	Photo_7	5328_720x480.jpg <input type="button" value="UPLOAD NEW FILE"/>
Areas	Historic District	Photo_8	<input type="button" value="Choose File"/> No file chosen <input type="button" value="UPLOAD"/>
Photo_9	<input type="button" value="Choose File"/> No file chosen <input type="button" value="UPLOAD"/>		

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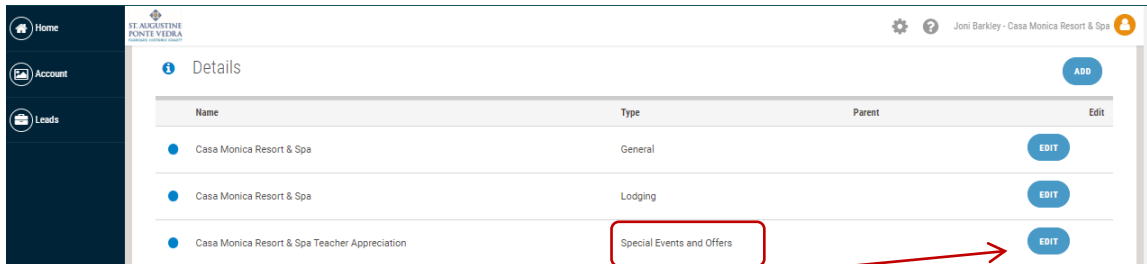
IDSS

STEP 9:

SPECIAL EVENTS & OFFERS

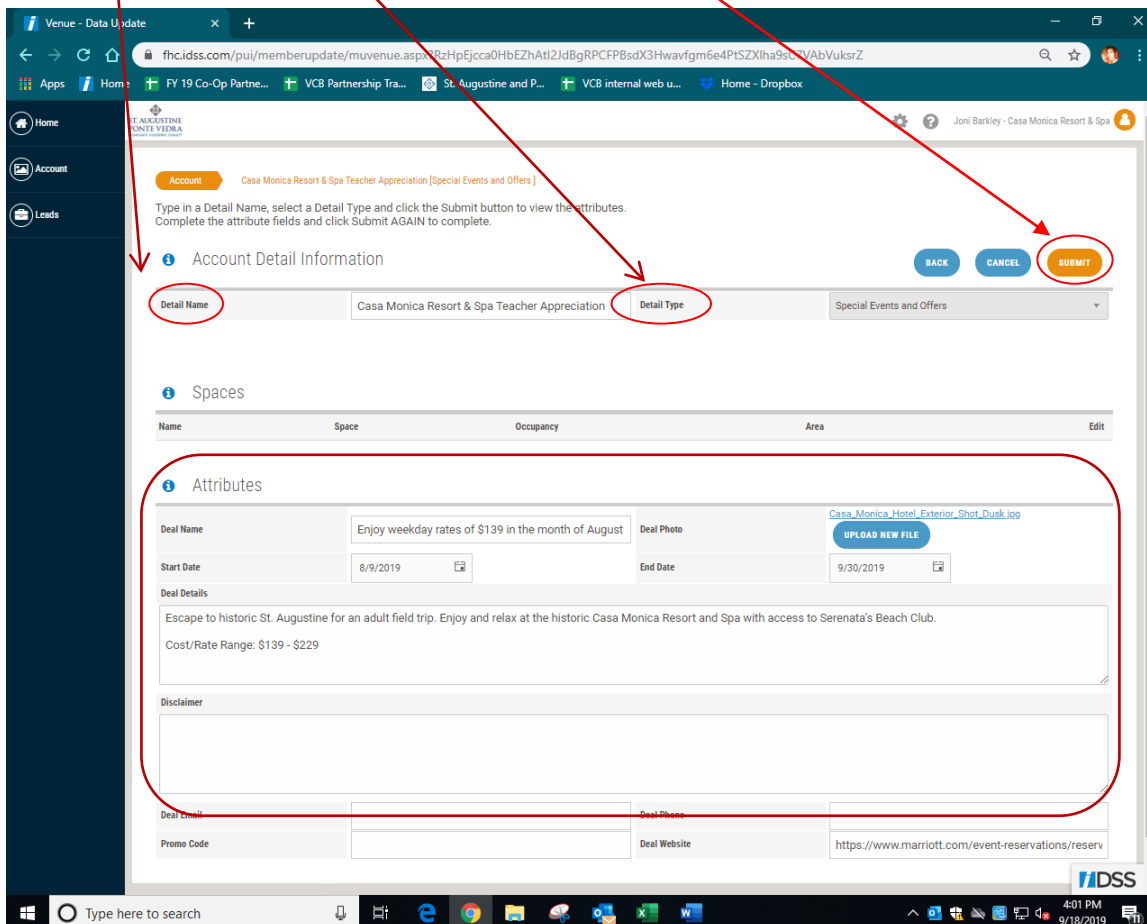
All partners now have access to the Special Events and Offers detail type. Examples of Special Offers are:

- Mid-week rates (Lodging)
- Nights of Lights' packages
- Daily tours
- Special Sales
- Golf Clinics, etc.



To add your offer, select EDIT.

Type in a detail name, select a detail type and click the submit button to view the attributes. Complete the attribute fields and click SUBMIT AGAIN to complete.



Based on the type of business, the following are detail types that may be available for you to update.

Select EDIT to update/add amenities the detail type for your business:

- Lodging
- Group & Event Services
- Attractions
- Restaurant
- Shopping
- Meeting Space

STEP 10:

MEETING SPACE

Select the "Meeting Space" detail to add your meeting space room(s) and specs here by selecting "ADD" to add the space or "EDIT" to add the specs to each meeting room.

Details ADD

Name	Type	Parent	Edit
Embassy Suites by Hilton St. Augustine Beach Resort	General		EDIT
Embassy Suites by Hilton St. Augustine Beach Resort	Lodging		EDIT
Ballroom 1	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Ballroom 1 & 2	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Ballroom 1-3	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Ballroom 2	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Ballroom 2 & 3	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Ballroom 3	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT
Boardroom	Meeting Space	Embassy Suites by Hilton St. Augustine Beach Resort	EDIT

Add the applicable information such as Space Name and Maximum Occupancy here

Ballroom 1 [Meeting Space]

[BACK](#) [CANCEL](#) [SUBMIT](#)

Space Name	Ballroom 1	Space Definition	Meeting Space
Minimum Occupancy	0	Maximum Occupancy	290
Area		Height	0.0000
Dimension		Measurement Units	Square Feet
Description			
Square footage: 2,600 Banquet: 215 Theater: 290 Classroom: 100 U-Shape: 75 Pos: 260			

Space Configuration