

myATDW User Guide

ATDW Category: Event



1 Overview

Welcome to the new myATDW platform where you can create and manage your business' ATDW listing. Please note, there is **NO COST** to list an **Event** in ATDW.

myATDW is a user friendly, time saving, online tool that allows you to review, update or add your own listing in the Australian Tourism Data Warehouse (ATDW). At renewal time you will also be able to pay online to renew your listing via credit card and BPAY (please note events are free to list). You can access your own myATDW listing at any time to ensure your listing displays the most current and accurate information. A new listing and any changes will go through a Quality Assurance process to ensure all content quality standards are met before the listing is released live.

This user guide will demonstrate what's involved in maintaining your listing's information (some of which are new sections added to myATDW) and highlight some of the key steps to create your **Event** listing using some great new features in the *Brochure View* (see Figure 1).

myATDW is supported by the following web browsers: Internet Explorer 8.0 or above, Firefox 3.5 or above, Safari 4.0 or above and Chrome 6.0 or above.



Figure 1 Brochure View

2 Create and Manage your Listing

New Members

Visit www.atdw.tq.com.au/mytourism/registrations to register your business (See Figure 2). Within three working days, you will receive an email with your username, password and link to www.tq.com.au/atdw to login and create your listing.

Please note you can only create listings under the one category. If you run another business that may fall under a different category (accommodation, attraction, tour, hire or transport) please contact Tourism Queensland's ATDW Team to allow this access. You will then be able to manage all your listings under the one login.

A new listing can take approximately **20 minutes** to complete. Please consider this when scheduling time to create your listing, otherwise you have the option of clicking 'save' and returning to your listing at a later time to complete.

myATDW Registration Form

In order to create a listing for your business via the Australian Tourism Data Warehouse (ATDW), please create a user account by completing the registration form below. Contact information entered below will not be displayed on your listing; it is purely for Tourism Queensland's records if we need to contact you regarding your listing.

How much?

\$200: Annual subscription fee for 2012/2013.

A \$50 discount applies if you're a member of one or more of the following organisations.

There is no cost to list an event.

If you have any questions, please contact the Tourism Queensland ATDW team on 1800 629 749 or via atdw@tq.com.au

Business Details

Registered Business Name*	<input type="text"/>
ABN	<input type="text"/>
Affiliated Membership*	<input type="text"/>
Product Category*	<input type="text" value="▼"/>
Unit/Level	<input type="text"/>
Address*	<input type="text"/>
Suburb/City*	<input type="text"/>
State*	<input type="text" value="▼"/>
Postcode*	<input type="text"/>

Contact Details

Title*	<input type="text" value="▼"/>
First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Phone Number*	<input type="text"/> <input type="text"/>
Email Address*	<input type="text"/>
Verify Email Address*	<input type="text"/>
Website URL	<input type="text"/>

User Account Details

Username*	<input type="text"/>
Password*	<input type="text"/>
Verify Password*	<input type="text"/>

Figure 2 Registration page for new members

Existing Members

Head to www.tq.com.au/atdw to login in to myATDW with your username and password that were provided following registration. Once you login, you will be taken to a screen where you can select to view your product details (See Figure 1), or create a new listing.

Please note you can only create listings under the one category. If you run another business that may fall under a different category (accommodation, attraction, tour, hire or transport) please contact Tourism Queensland's ATDW Team to allow this access. You will then be able to manage all your listings under the one login.

In the top right hand corner you will see a button called 'My Business' and 'My Profile'. If you click on My Business you are able to edit your business name and address details (see Figure 3). Under 'My Profile' (see Figure 4) you will be able to edit the Sales and Marketing contact who should be the person responsible for your listing. You can also update your password and email address, however your username will always remain the same as you initially provided upon registration or as the username you were given.

Figure 4 My Business

Figure 4 My Profile

3 The Brochure View

For new members, it is recommended to use the Wizard to guide you through the steps of creating a listing to ensure you don't miss any important details.

Please note: A new listing can take approximately 20 minutes to complete. Please consider this when scheduling time to create your listing; otherwise you have the option of clicking 'save' and returning to your listing at a later time to complete.

This section won't go through each Step as most are self explanatory and you will find help text to guide you through it, although some Steps are explained further below (these aren't in order of the Wizard steps).

- **Name and Description (Step 1)**

The description must be a minimum of 50 and maximum of 150 words. The first sentence of the description is the most important as this is the text displayed with the Search Results from any ATDW record search. In saying that, you need to entice consumers to want to find out more about your event so that they click on the 'More Details' link on the website to view the full product listing. This sentence should be emotive, descriptive, contain your event name and target keywords so that the consumer wants to read more.

The second paragraph should include an event synopsis on what the consumer will enjoy about the event, who is likely to attend and anything else quirky worth mentioning. As this is the first Step in the Wizard and new operators may be unsure as to where to include other information, you can always save it and then click on the edit icon for the description at a later stage. There is a separate section for contact details and URL's so it is best not to state this in the description. If you have created your text in another document, or wish to use something off your website, you can simply copy and paste it into the text field.

Remember to keep the language simple and to the point!

- **Alternate Names (Step 2)**

Alternate names for the product can be entered here including Previous Name, Registered Business Name, Search Name, Parent Company, Previous Names and Trading Name (See Figure 6). Using the Alternate Names is a good way to deal with an event that is known or registered as another name.

Figure 6 Alternate Names (Optional)

• Event Frequency (Step 4)

How often your event occurs may be selected using the Frequency drop down which allows you to choose from the following: Annual, Biannual, Biennial, Daily, Fortnightly, Monthly, Once Only, Quarterly, Weekly.

If your event occurs more than once you should list each date it occurs using the '+ Add More' button above the Start Date (See Figure 7). If you know the individual dates of your event we advise that you list them one after the other e.g. if it takes place on the first Sunday of each Month your start date should be 05/02/2012 and end date 05/02/2012 and so on. However you also have the option of listing the start and end date of the whole event, although consumers may prefer to see individual event dates.

The Event Status drop down allows you to select whether the event has been confirmed or unconfirmed at this stage.

Figure 7 Event Frequency

• Event Types (Step 7)

Your event may be classified as **one** of the following types below (See Figure 8). This defines which category your event will be displayed in on various websites including www.queenslandholidays.com.au.

Note: Classes, lessons and workshops may be classes or lessons for various hobbies such as arts/crafts, dance, music, painting, pottery, boat building and/or cooking.

Figure 8 Event Types

- **Comment (Step 9)**

The 'Comment' step is an opportunity to add other general information about your Event listing. We recommend you provide further information for consumers on How to Get There, Access Public Transport and Tariff Information to maximise your listing. You can list more Comment Types by selecting **Add More** and choosing from the drop down list (See Figure 9).

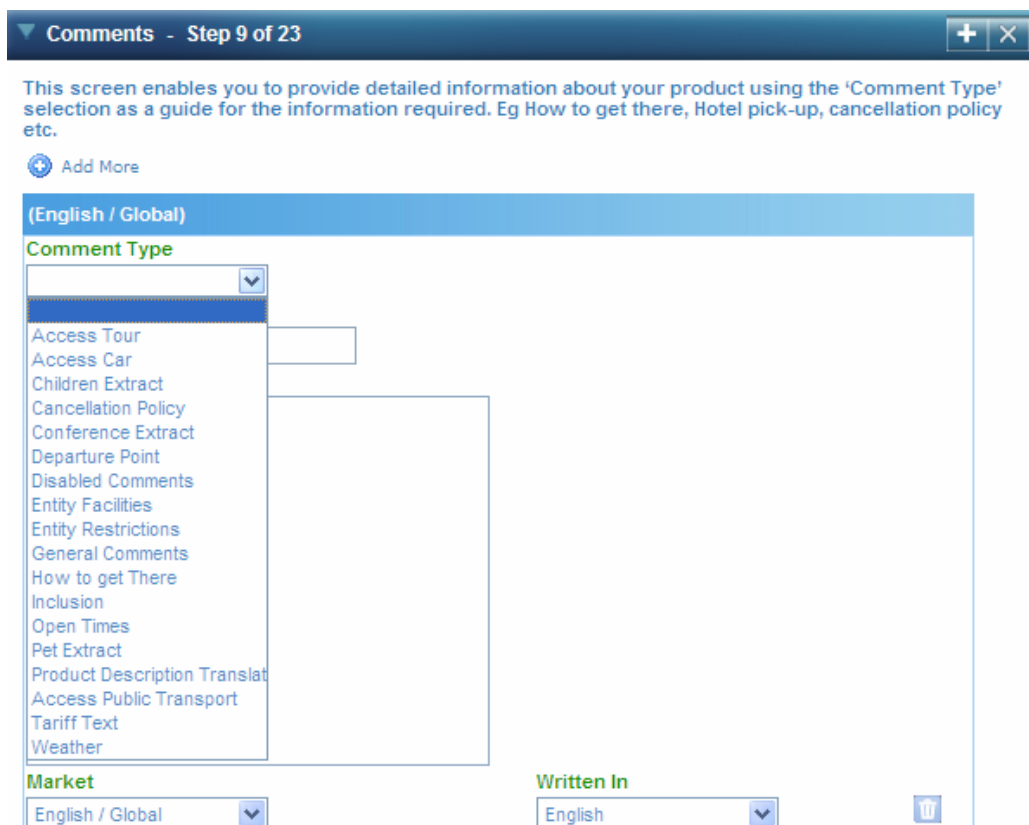


Figure 9 Additional Comments

- **Multimedia (Step 17)**

Images

The next few steps take you through the image gallery for your product. By clicking **Next** the Wizard will take you to the next step to upload an image, however if you click **Proceed to next item** this will take you to the next main section in the wizard which you should select once you have finished uploading your photos.

For an event, you can upload up to **4 images** and 1 logo against your myATDW listing. It is recommended you upload only **landscape** images as www.queenslandholidays.com.au can't display portrait images (for existing members who have portrait images uploaded, please note these won't appear on Queensland Holidays).

Images are resized automatically for you, however it is best for ease of uploading to ensure the image is less than a 1MB file.

To ensure your image is compliant, please refer to Figure 10 below for guidelines:

Multimedia Type	Requirement	Accepted File Types	Preferred	Maximum File Restrictions
Image	1 (max 4)	.jpg	Landscape (280 x 210)	1MB each
Logo	Optional	.jpg or .gif	Landscape	1MB

Figure 10 Multimedia Guidelines

As part of myATDW, we are now collecting data from YouTube, Twitter and Facebook which will increase the richness of data and quality of the end users' experience.

YouTube

YouTube videos are optional. You can either copy and paste the individual YouTube URL (i.e. <http://www.youtube.com/watch?v=YpFKt8hvKkE>) or enter your YouTube user account (i.e. Queensland) and click '**Get Video**' which will take you to your YouTube channel where you can select a video to add to your listing. Select up to 4 videos to add to your listing.

Social Media

Please provide your social networking URLs for your **business**. NOTE: Tourism business focused social networking accounts only. For example

- Facebook: <http://www.facebook.com/visitqueensland>
- Twitter: <http://twitter.com/queensland>

• Event Location/Venues (Step 22)

This step will ask you for the Venue Name venue website, and the venue address which are all mandatory.

Note: you were asked to submit your physical address earlier on in the Wizard Step by Step process which is where you may like to put your business' address. Event location must be entered at this stage and placed on the map e.g. South bank Parklands.

• Submit

The last step in the Wizard will ask you to '**Submit**' your new listing or any updates made. You have the option to enter details of changes made to your listing if you wanted to keep track of what has been updated.

Tourism Queensland will review and publish your listing within 3-4 business days. You will be notified by email when your listing has been published on www.queenslandholidays.com.au.

To save the changes without submitting, click **Save** and log off. You may then log-in at a later stage and click **Accept** (See Figure 11) in the top right corner to send your update's to Tourism Queensland for approval.



Figure 11 Accept Button (Brochure View)