

MemberNet Overview

What is MemberNet?

- Part of the new Bureau-wide system of integrated databases, called the Destination Business System (DBS)
- A password-protected online portal allowing members to access and update all of their member content and information
- A replacement for the Member Online Update

What's New?

- Member Online Update was limited to marketing content
- MemberNet allows access to:
 - Website Listings
 - Print Publication Listings
 - E-Newsletter and E-Marketing Content
 - Special Offers
 - Company Details
 - Company and Staff Contact Information
 - And More...

How do I access MemberNet?

Go to www.hvcb.org/membernet

The MemberNet portion of this web site requires you to login to proceed. You must also be a member of the CVB to gain access.

Log In

E-Mail Address

Password [\(Forgot Password?\)](#)

Login

Login with your email address and the password that was sent to you, or click [Forgot Password](#) to have it reset.

MemberNet Welcome Page

Member: Hawaiian Paradise Resort and Spa

modify web listings >

modify publications >

manage ad content >

manage leads >

modify features >

modify room info >

modify facility info >

modify member details >

modify member addresses >

modify contacts >

change active member >

user profile >

logout >

MemberNet

Welcome to MemberNet, your member resource center! As an updated and enhanced version of the Member Online Update (MOU), it will serve as your portal to the Bureau's news, events, and announcements, as well as allow you to update your company's member web listings and contact information.

MemberNet was developed by Dallas-based New Media Gateway, Inc. (NMG), one of the largest digital agencies in the U.S. Its Hospitality Division delivers proven solutions to the destination industry with a focus on convention and visitors bureaus such as HVCB. For HVCB members, it means new tools and improved functionality to maximize your presence on gohawaii.com and much more. Please visit our member resource page on hvcb.org which will house FAQ's and other membership information.

Upcoming Events

MemberNet Onsite Training Seminar

Please join us for an exclusive preview of upcoming changes to the gohawaii.com website, and learn how to use the all-new MemberNet to access and update your content before the launch by the end of January. Please choose from one of our locations and dates below.

Maui

January 25, 2007

Morning Session

10:00 a.m. – 11:30 a.m. (HST)

Maui Prince Hotel

-or-

Afternoon Session

2:00 p.m. – 3:30 p.m. (HST)

The Westin Maui Resort & Spa

Note on User Permissions

- **Primary Contact**
 - Only one individual within each member record is designated as Primary
 - Can view all MemberNet functions by default
 - Can assign permissions to Secondary Users to access and edit MemberNet sections
- **Secondary Users**
 - Limited MemberNet usage by default
 - Change Member
 - User Profile
 - Can be assigned permissions to access other areas by Primary Contact

Modify Web Listings

- For display on www.gohawaii.com and Island Chapter websites
- Short and long text descriptions – 50 words (255 characters) and 200 words (1000 characters)
- Upload up to four images
 - 240 x 180 pixels
 - each with its own title overlay and link
 - online cropping and resizing tool available
- Preview changes before submitting to the live site

Modify Publication Listings

- Update print publications that require information unique to that guide
 - Travel Professional's Guide
 - Guide to Meetings, Conventions & Incentives in Hawaii
 - Special website listings
- Add publication-specific text descriptions
- Contact information should be updated in Member Details section

Manage Ad Content

- For electronic newsletters and e-marketing opportunities
 - Islands of Aloha Express
 - E-xpressly for Travel Professionals
 - Consumer E-Response Program
- Added Value Service – Available to program subscribers
- Manage text, contact information, logos, etc.

Manage Offers

- E Komo Mai Welcome Guidebook
- Added value offers included in the personalized welcome packets distributed to clients of Hawaii Destination Specialist travel professionals
- Available to Golf, Activity, Shopping, and Dining members
- Submit up to four offers with different valid dates that do not overlap

Manage Leads

- Coming Soon for Convention Level members
- Receive, and reply to leads from the Corporate Meetings & Incentives Department
- Accessible by person designated as company lead recipient
- View current and past leads, with activity history
- Additional training will be provided when feature goes live

Modify Features

- General marketing content
- Different types of information available depending on member business type
 - Accommodations
 - Activities
 - Golf
 - Dining
 - General Business
- Used for:
 - www.gohawaii.com - member detail page
 - printed publications

Modify Room Info

- Applicable primarily to Accommodations
- Very important for CMI Department usage
 - Upcoming Online Request-For-Proposal system will use these fields to match members to meeting planner requests
 - Requests sent to members via the Lead/Referral system

Modify Facility Info

- More general information about your company
- Also utilized by the CMI Department in the generation of leads
- Complete the information that pertains to your type of company

Modify Member Details

- Company contact information
 - Company website and email
 - Phone and fax numbers
 - Other basic information
 - Used for print publications e.g. Islands of Aloha, Maui Vacation Planner
 - Displayed on member detail page on www.gohawaii.com
- Information available Bureau-wide through administrative component of Destination Business System

Modify Addresses

- Centralized location for all member address types. Can specify:
 - Mailing Address
 - Physical Address
 - Reservations Address
 - Billing Address
- Address designated as Physical will be used for mapping purposes on www.gohawaii.com
 - If you do not wish to be included on the maps, delete your physical address

Modify Contacts

- Available only to company's designated Primary Contact
- Add, modify, or remove other company contacts
 - Contact name, title, address, phone, fax, email
- Modify their MemberNet permission levels
 - Allow other staff to access and edit specific sections of MemberNet

Change Active Member

- It's possible for an individual to be connected to more than one company record in MemberNet
- This function will allow you to switch between the accounts you have access to
- Navigation items will display according to the permission levels you have been assigned

User Profile

- Update your personal contact information
- Change your MemberNet password

Summary

- MemberNet allows you access today to:
 - Marketing content
 - Web listings
 - Print publication listings
 - Special offers
 - Company administrative information
 - Company staff contact information
 - More coming soon...

Future Enhancements

- Leads & Referrals system
- Access to E-marketing and E-newsletter advertising content
- Member Report Card
 - Summary of member benefits and activity
- Member to Member coupons and offers
- Add your events to HVCB business calendar

Other Resources

- Short video tutorials will be available at www.hvcb.org/memberresources (coming in February)
- Call Membership Department at (808) 923-1811
- Or email MemberNet@hvcb.org with MemberNet-specific inquiries