



U.S. TRAVEL
ASSOCIATION

NCDO Connect Forum
User Guide

August 2010

A destination-member exclusive from U.S. Travel and NCDO

The U.S. Travel Association and the National Council of Destination Organizations (NCDO) are pleased to introduce the new NCDO Connect, exclusively designed to connect the Council's 350-plus destination marketers to discussions that relate to the unique role that you perform for your communities.

We're launching the NCDO Connect initiative with the Forum, an online, easy-to-use communication tool where NCDO members can pose questions and quickly receive answers and feedback from their peers in the destination marketing community.

Who is involved in the new Forum?

If you promote a city or region or work for a convention and visitor bureau, chamber of commerce, etc., and are a U.S. Travel member, the NCDO Connect Forum was designed for you. All destination marketing organization (DMO) members of U.S. Travel are also members of NCDO and are encouraged to engage in Forum discussions; consider it a safe place for open discussion that will ultimately help better inform your decision-making.

You asked, NCDO delivered!

NCDO's leadership produced the new Forum in response to member requests for an online gathering place for sharing information that's unique to DMO roles as economic developers on behalf of their communities.

Also, the recent upgrade to U.S. Travel's website allowed for functions such as this to be included, adding another benefit to your membership in the association.

The breadth of your experiences in travel marketing is simply unmatched. The Forum is the go-to place to leverage U.S. Travel's and destinations' years of collective expertise and share what we know for the benefit of everyone involved in promoting and selling destinations.

Jump in and get started today.

Getting started is easy. Enter the Forum by logging onto USTravel.org using your member password and login. You'll find the NCDO Connect Forum under 'National Council of Destination Organizations (NCDO)' in the Member Services & Councils area of the website.

We invite you to take a look at what your colleagues are saying on topics such as Advocacy, Budget / Dedicated Funding, Marketing and Social Media. The threads are a great source of information and an excellent place to exchange ideas on relevant industry topics with others who understand the requirements of destination marketing.

GETTING STARTED

1. Enter the Forum by logging onto UStavel.org using your member password and login. You'll find the NCDO Connect Forum under 'National Council of Destination Organizations (NCDO)' in the Member Services & Councils area of the website.
2. Once you have successfully logged in, you are directed to the Forums landing page where there is a complete list of the Forums. Next to each Forum is the number of topics currently within the Forum, the number of posts within the Forum and the date, title and author of the most recent post.

FORUMS

[Mark all forums read](#)

Forum	Topics	Posts	Last post
 ESTO Beer Tasting Let us know the type of beer you like! Kelly Miller of Asheville, NC will be bringing some of the award winning micro-brews from Asheville to ESTO 2010. Post your beer style preferences here to help Kelly know what to bring!	2	4	What kind... by kmiller@explore... Jul 14, 2010
 Advocacy/Public Policy	1	1	Just a test... by kmiller@explore... Jul 15, 2010

Legend

-  Forum Contains New Posts
-  Forum Contains No New Posts
-  Forum is Locked

The Legend on the right of the screen indicates:

- a. **Forum Contains New Posts** – Since you last logged in, new posts have been made under a particular Forum.
- b. **Forum Contains No New Posts** – Since you last logged in, there has been no activity in that Forum
- c. **Forum is Locked** – A Locked Forum cannot receive any new posts. Only the Forum Administrator can lock a Forum.

3. There are three ways to enter a Forum:
 - a. Click on the Forum name (next to the folder icon). This will display a menu of the Topics within the Forum. This menu is discussed in Item 4.
 - b. Click on the link for the Last Post (on the far right). The Last Post takes you to the most recent activity within that Forum.
 - c. Click on the '1 new' link that may appear under the column 'Topics'. This will take you to the newly created Topic within the Forum.



[Power of Travel Coalition](#)

1
[1 new](#)

1

[US Travel ...](#)
by
eweber@ustravel.org
Jun 25, 2010

- Click on the Forum name to access the Topics menu for that Forum. The Topics menu lists all Topics within the Forum, the number of replies or posts within that Topic, who it was created by and the date and name of the last reply.

ESTO BEER TASTING







Let us know the type of beer you like! Kelly Miller of Asheville, NC will be bringing some of the award winning micro-brews from Asheville to ESTO 2010. Post your beer style preferences here to help Kelly know what to bring!

[Post new Forum topic](#)

[Mark all topics read](#)

Topic	Replies	Created	Last reply
 What kind of beer should Kelly bring to ESTO 2010?	2	by eweber@ustravel.org Jul 14, 2010	by kmiller@explore... Jul 14, 2010
 Beer Weeks	0	by eweber@ustravel.org Jul 14, 2010	n/a

Legend

-  No New Posts
-  New Posts
-  Hot Thread (No New)
-  Hot Thread (New)
-  Sticky Thread
-  Locked Thread

- The Legend on the right of the screen indicates:
 - No New Posts** - Since you last logged in, there has been no activity in that Topic.
 - New Posts** - Since you last logged in, new posts have been made under a particular Topic.
 - Hot Thread (No New)** - Since you last logged in, there has been no activity in that Topic. The Topic is considered hot by volume or frequency of activity.
 - Hot Thread (New)** - Since you last logged in, there are new posts in that Topic. The Topic is considered hot by volume or frequency of activity.
 - Sticky Thread** - A Sticky Thread will always appear first within the Topic menu. The Forum Administrator can make a thread sticky.
 - Locked Thread** - A Locked Thread cannot receive any new posts. Only the Forum Administrator can lock a Thread.

6. Click on a Topic name to see the Topic discussion. For each post or reply within the Topic you see the date and time the post was made, the email address of the author and whether or not the author is currently logged in to ustravel.org or the Forum.
 - a. To **reply to a post**, click the red 'Post Reply' at the top or bottom of the page. To reply to a specific comment, click on the red 'Reply' underneath that comment.
 - b. If you want to **subscribe to the Topic**, click the 'Subscribe to This Post' link underneath the original post. You can also unsubscribe from within the Topic (see image below). More information on Subscriptions can be found on page 8, item 9.
 - c. If a discussion is long, you may want to use the 'Last post' link in the top right to **jump immediately to the latest post** within the Topic.

WHAT KIND OF BEER SHOULD KELLY BRING TO ESTO 2010?

Post Reply 2 replies [\[Last post\]](#)

Wed, 2010-07-14 11:17
eweber@ustravel.org

Let kelly know the type / style of beer he should bring to ESTO this year. Just comment with your preference. Thanks!

Author Offline

[Reply](#) [Unsubscribe from: This post](#)

Wed, 2010-07-14 13:38
kmiller@explore...

Cold and heavier
Live from BeerCity USA, wow, hard to pick some favs. What's pouring and drinking well this summer in AVL town are Ninja Porter (5.25%) and Rocket Girl APA (3.4%) from Asheville Pizza and Brew, and Seven Sisters Abbey Style Ale (6.5%) from Highland Brewing Company. All are awesome. Pisgah Brewing Company also has some great pours that I'll touch on next week...one that is about 13% and tastes as smooth as Nora Jones or Mel Torme. When they serve it, they say, "Be careful, that's a six pack in your hand."

[reply](#)

Wed, 2010-07-14 11:19
eweber@ustravel.org

IPAs
IPAs

Author Offline

[reply](#)

Post Reply

- After you click reply, your 'Reply to' screen includes a copy of the post you are replying to, your name pre-populated and space to enter a headline and your comment.

REPLY TO COMMENT

Wed, 2010-07-14 11:17
eweber@ustravel.org Let kelly know the type / style of beer he should bring to ES
Thanks!

Author Offline

Reply

Your name:
katgrad@gmail.com

Headline:

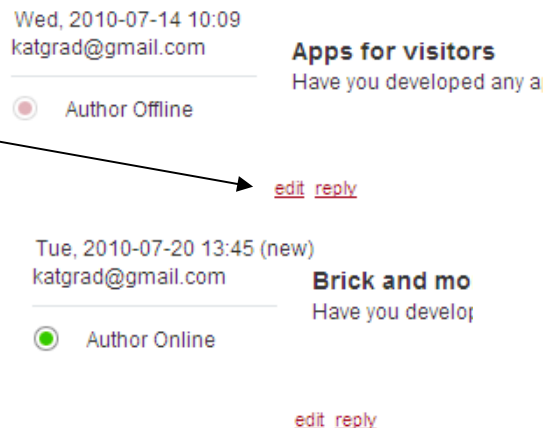
Comment: *

SUBMIT

Please enter your headline and comments into the appropriate boxes. Please note that if you do not enter a headline, one is automatically created for you using the first three to four words of your comments.

- After you have clicked submit, you can edit or make changes to your posts. Underneath a post you have created, you will see 'Edit'.

Click edit and revise your headline or comments. After you click save, your revised post will appear with a new date and time stamp.



Wed, 2010-07-14 10:09
katgrad@gmail.com **Apps for visitors**
Have you developed any a

Author Offline

[edit](#) [reply](#)

Tue, 2010-07-20 13:45 (new)
katgrad@gmail.com **Brick and mo**
Have you develop

Author Online

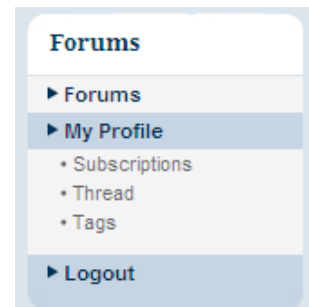
[edit](#) [reply](#)

SUBSCRIPTIONS

A **Subscription** is a form of automated notification integrated into the Forums. It notifies users by email of new comments or questions on specific Forums or Topics.

9. There are a number of ways to manage your subscriptions and most of them involve the 'My Profile' area accessible in the left navigation.

Click on 'My Profile' in the left navigation and you are directed to the page below: 'Manage My Forums'. You also see this page if you login directly to the Forums at www.ustravel.org/forum.



Below we will walk through all items on the '**Manage My Profile**' page.

NA1GRAD@GMAIL.COM

Manage My Forums

Current Status

- You have 15 active subscriptions.
- Your default sending method for new subscriptions is Mail
- Your default sending interval for new subscriptions is Immediately
- [Temporarily disable all your subscriptions](#)
- [Cancel all your subscriptions](#)

Manage My Subscriptions

[Click here](#) to see a list of your NCDO Forums Forum (Tags) and Threads subscriptions.

You can make changes to the status and send interval for both Forums and Threads on this page. Use the *Filter* to sort your subscriptions by status (active, blocked or inactive), type (Tags or Thread) or send interval (immediately, daily or weekly). To make changes to the send interval or status for an individual subscription, click on the subscription description link or check its box, make a selection from the *Update options* drop down menu and click *Update*. You can also manage multiple subscriptions using the *Update options* drop down menu.

Subscribe to Forums

[Click here](#) to see a list of all Forums (also called Tags) in the NCDO Forums.

When you subscribe to a Forum, you receive updates on every Thread within that Forum. Select the Forums you would like to manage, use the *Send Interval* drop down menu to select immediately, daily or weekly updates and click Save.

Subscribe to Threads

[Click here](#) to see the list of Threads you are subscribed to in the NCDO Forums.

Select the Thread or Threads you would like to manage, use the *Send Interval* drop down menu to select immediately, daily or weekly updates and click Save. To subscribe to new Threads, please [click here](#) to return to the Forums homepage. *Please note that this list will not include Threads you subscribe to as part of a Forum Subscription.*

10. At the top of the **'Manage My Profile'** page is the Current Status of all your subscriptions.

Current Status

- You have *15* active subscriptions.
 - Your default sending method for new subscriptions is Mail
 - Your default sending interval for new subscriptions is Immediately
 - [Temporarily disable all your subscriptions](#)
 - [Cancel all your subscriptions](#)
- a. The first bulleted item is how many active subscriptions you have to Forums (Tags) and Threads.
 - b. The next two bullets define the default sending method and interval for new subscriptions. You can edit the interval elsewhere but you cannot edit the sending method (Mail).
 - c. The fourth bullet is a link to 'Temporarily disable all your subscriptions.' This feature allows you to temporarily suspend your subscription to all active subscriptions. We recommend using this feature if you are going to be out the office and want a temporary halt to the email updates for your subscriptions.
 - d. The last bullet is a link to 'Cancel all your subscriptions.' If you complete this action, you will be unsubscribed from all Threads and Forums.

11. The next item on the 'Manage My Forums' page is **Manage My Subscriptions**.

Manage My Subscriptions

[Click here](#) to see a list of your NCDO Forums Forum (Tags) and Threads subscriptions.

You can make changes to the status and send interval for both Forums and Threads on this page. Use the *Filter* to sort your subscriptions by status (active, blocked or inactive), type (Tags or Thread) or send interval (immediately, daily or weekly). To make changes to the send interval or status for an individual subscription, click on the subscription description link or check its box, make a selection from the *Update options* drop down menu and click *Update*. You can also manage multiple subscriptions using the *Update options* drop down menu.

Click on the link to see the complete list of all your subscriptions to Forums (Tags) and Threads (example is pictured below). The complete list includes columns for the Type, Description, Send Method, Send Interval, Status and Operations related to the subscriptions.

► [Filter](#)

Update options

Activate

<input type="checkbox"/>	Type	Description	Send method	Send interval	Status	Operations
<input type="checkbox"/>	Thread	What kind of beer should Kelly bring to ESTO 2010?	Mail	Daily	active	edit , drop
<input type="checkbox"/>	Tags	Tourism Sales/Product Development	Mail	Daily	active	edit , drop
<input type="checkbox"/>	Tags	Sustainability	Mail	Immediately	active	edit , drop
<input type="checkbox"/>	Tags	Power of Travel Coalition	Mail	Weekly	active	edit , drop
<input type="checkbox"/>	Tags	Meetings & Conventions	Mail	Daily	active	edit , drop

Using the drop down menu and check boxes under 'Update Options', you can activate/deactivate/delete a subscription and change the send interval to immediately/daily/weekly for all subscriptions with the box checked.

By clicking on the description name for a Forum (Tag), you are taken to a summary page of the Topics within that Forum. If you click on a Thread, you are taken directly to the active Thread.

If you click 'edit' under Operations, you can edit the interval of the subscription and activate/deactivate/delete the subscription. If you click 'drop', you can unsubscribe from that subscription.

12. The next item on the 'Manage My Forums' page is **Subscribe to Forums**.

Subscribe to Forums

[Click here](#) to see a list of all Forums (also called Tags) in the NCDO Forums.

When you subscribe to a Forum, you receive updates on every Thread within that Forum. Select the Forums you would like to manage, use the *Send Interval* drop down menu to select immediately, daily or weekly updates and click Save.

When you click on the link, you are taken to a page that lists all existing Forums within the NCDO Connect Forum. The page provides check boxes next to the title and display the current send interval of your subscription (immediately/daily/weekly) for any existing subscriptions. Forums you are currently subscribed to will already be checked.

To manage your subscriptions, check or un-check the box next to the title and change the send interval in the drop down menu; then click save.

▼ Forums

<input type="checkbox"/>	Term	Send interval
<input checked="" type="checkbox"/>	ESTO Beer Tasting	Immediately ▼
<input checked="" type="checkbox"/>	Advocacy/Public Policy	Daily ▼
<input checked="" type="checkbox"/>	Budget	Weekly ▼
<input checked="" type="checkbox"/>	Community & Stakeholder Relations	Immediately ▼
<input checked="" type="checkbox"/>	Cultural Tourism	Daily ▼
<input checked="" type="checkbox"/>	Group Leisure/Tourism Sales	Weekly ▼
<input checked="" type="checkbox"/>	Marketing & Advertising	Immediately ▼
<input checked="" type="checkbox"/>	Social Media/User-generated Content	Daily ▼
<input checked="" type="checkbox"/>	Media Relations	Weekly ▼
<input checked="" type="checkbox"/>	Gulf Oil Spill	Immediately ▼
<input checked="" type="checkbox"/>	Meetings & Conventions	Daily ▼
<input checked="" type="checkbox"/>	Power of Travel Coalition	Weekly ▼
<input checked="" type="checkbox"/>	Sustainability	Immediately ▼
<input checked="" type="checkbox"/>	Tourism Sales/Product Development	Daily ▼
<input type="checkbox"/>	Visitor Center and Services	Immediately ▼
<input type="checkbox"/>	Help	Immediately ▼

Save

13. The final item on the 'Manage My Forums' page is **Subscribe to Threads**.

Subscribe to Threads

[Click here](#) to see the list of Threads you are subscribed to in the NCDO Forums.

Select the Thread or Threads you would like to manage, use the *Send Interval* drop down menu to select immediately, daily or weekly updates and click Save. To subscribe to new Threads, please [click here](#) to return to the Forums homepage. *Please note that this list will not include Threads you subscribe to as part of a Forum Subscription.*

When you click on the link, you are taken to a page that lists the Threads that you are currently subscribed to within the NCDO Connect Forum.

You are currently subscribed to the following threads:

<input type="checkbox"/>	Title	Send interval
<input checked="" type="checkbox"/>	Just a test of this system	Weekly
<input checked="" type="checkbox"/>	What kind of beer should Kelly bring to ESTO 2010?	Immediately

To manage your subscription, un-check the box next to the title or change the send interval in the drop down menu; then click save.

GLOSSARY

- Comment:** A **Comment** is the same thing as a **Post**. See the description of **Post** below.
- Forum:** A **Forum** is an online discussion site. The NCDO Connect **Forum** is composed of a number of **Forums**, all addressing different subjects. The title of the **Forum** is listed under the column header “**Forum**” and includes such subjects as “Advocacy/ Public Policy” and “Marketing & Advertising.” Each **Forum** is composed of Topics related to the subject.
- Post:** A **Post** is a user submitted message that contains the user's details and the date and time it was submitted. Users can edit or delete their own **Posts**. **Posts** are contained in threads, where they appear one after another. The first **Post** starts the thread; subsequent **Posts** are listed below the initial **Post** in chronological order. **Posts** that follow in the thread are meant to continue discussion about that **Post**, or respond to other replies.
- Reply:** A **Reply** is the same thing as a **Post**. See the description of **Post** above.
- Subscription:** A **Subscription** is a form of automated notification integrated into the Forums. It notifies users by email of new comments or questions on specific Forums or Topics.
- Tag:** A **Tag** is the same thing as a **Forum**. See the description for a **Forum** above.
- Thread:** A **Thread** is the same thing as a **Topic**. See the description for **Topic** below.
- Topic:** A **Topic** (also referred to as a **Thread**) is a collection of posts. A **Topic** is defined by a title, an additional description that may summarize the intended discussion and an opening or original post which begins the discussion. A **Topic** can contain many posts, including multiple posts by the same members, and are listed in chronological order. For more information on posts, see the question below re: posts.

CONTACT / HELP

To get assistance you can:

- go to the Help Forum to reference questions and answers or post a new question
- reference the FAQ
- email weboperations@ustravel.org.