



FÁILTE IRELAND TRADE PORTAL

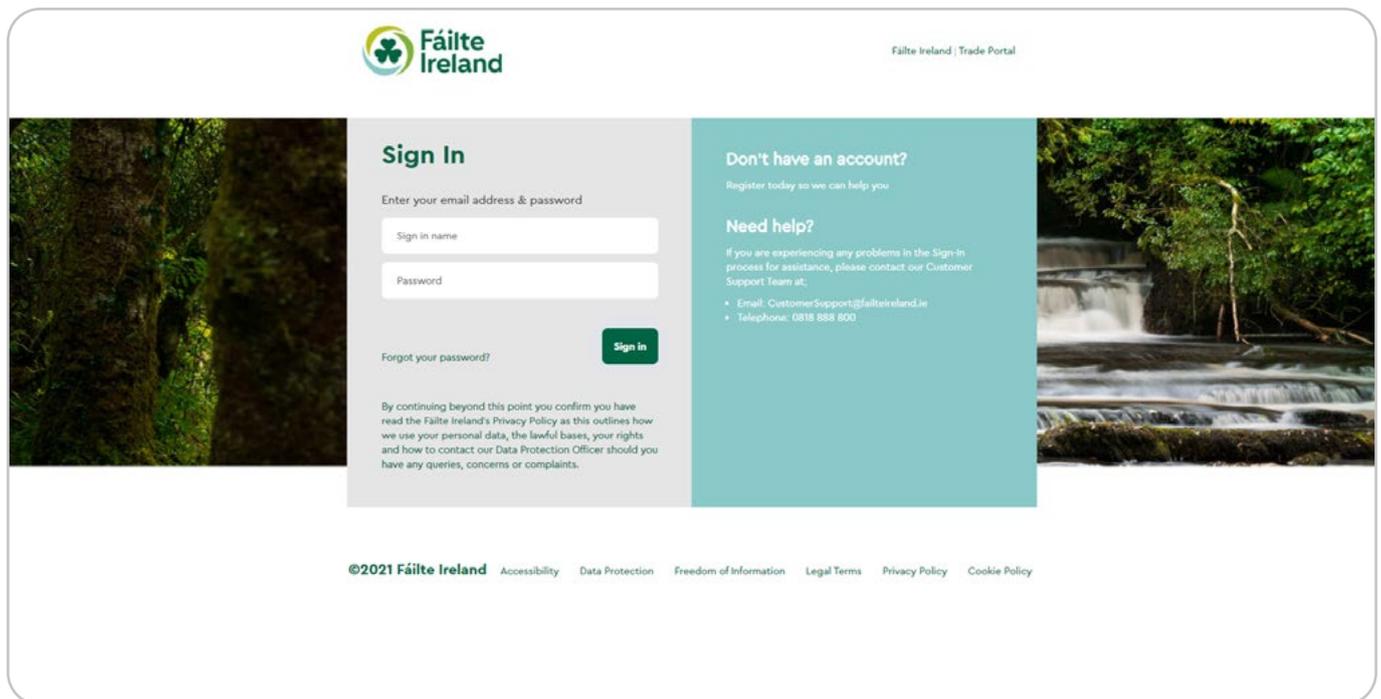
STEP BY STEP GUIDE

Updating your Business
Profile on the Fáilte Ireland
Trade Portal

Fáilte Ireland Trade Portal

Visit <https://tradeportal.failteireland.ie>

Enter your email address and password, if you have forgotten your password please select 'Forgot password' option and follow the instructions.



The screenshot shows the sign-in page of the Fáilte Ireland Trade Portal. At the top left is the Fáilte Ireland logo, and at the top right is the text 'Fáilte Ireland | Trade Portal'. The main content area is divided into three sections: a left image of a forest, a central sign-in form, and a right image of a waterfall. The sign-in form includes a heading 'Sign In', a prompt 'Enter your email address & password', two input fields for 'Sign in name' and 'Password', a 'Forgot your password?' link, and a green 'Sign in' button. Below the button is a disclaimer: 'By continuing beyond this point you confirm you have read the Fáilte Ireland's Privacy Policy as this outlines how we use your personal data, the lawful bases, your rights and how to contact our Data Protection Officer should you have any queries, concerns or complaints.' To the right of the form is a teal box with the heading 'Don't have an account?' and the text 'Register today so we can help you'. Below this is a 'Need help?' section with the text 'If you are experiencing any problems in the Sign-in process for assistance, please contact our Customer Support Team at:' followed by two bullet points: '• Email: CustomerSupport@failteireland.ie' and '• Telephone: 0818 888 800'. At the bottom of the page is a footer with the text '©2021 Fáilte Ireland' followed by links for 'Accessibility', 'Data Protection', 'Freedom of Information', 'Legal Terms', 'Privacy Policy', and 'Cookie Policy'.

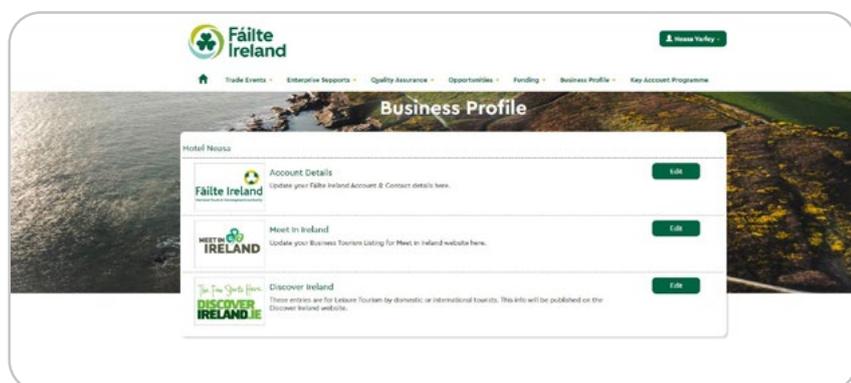
Updating your Business Profile for Meet in Ireland Website

Here you will see your name up the top right corner which indicates that you are logged in.

Once you have logged in Select **Business Profile** on the furthest end of the tab to update your profile.



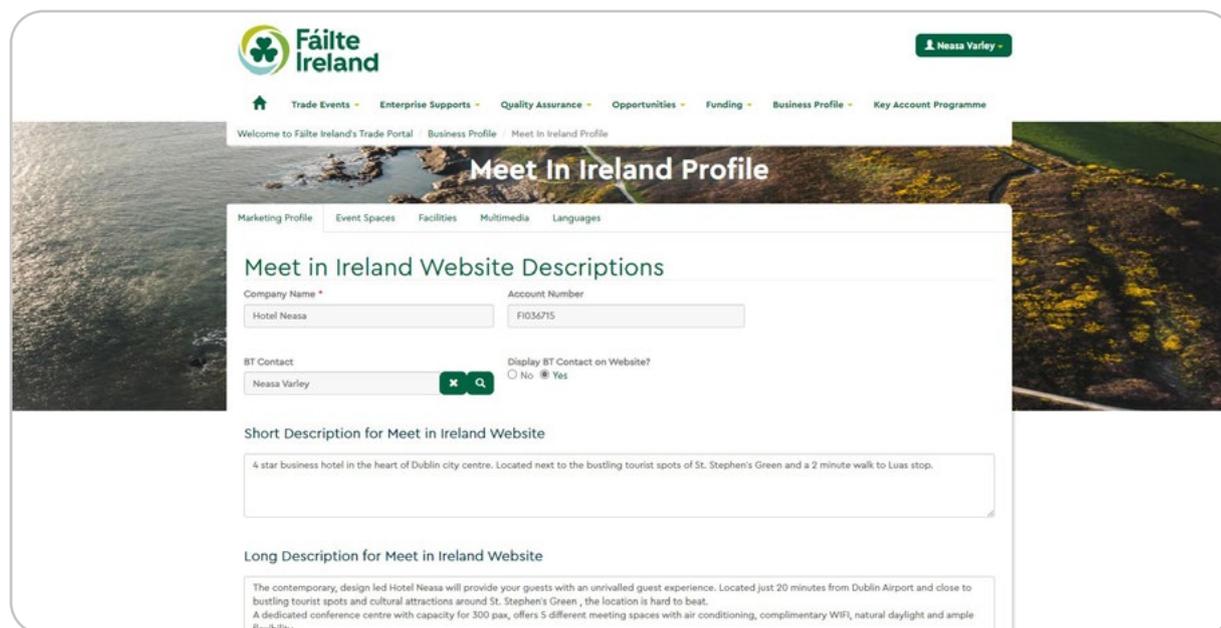
To update your **Meet in Ireland** listing please select 'Edit'.



Please carefully read the terms and conditions and **TCS Data Contributor Agreement Summary**.

To proceed 'Confirm T&C's'.

Once you have landed on your Meet in Ireland Profile, you will see five tabs; **Marketing Profile, Event Spaces, Facilities, and Multimedia and Languages.** The first tab, Marketing Profile, will be open. You can now begin to curate your business tourism listing.



1. Marketing Profile

Company name

This field is pre-populated and cannot be edited. This will appear as your company name on your website listing.

Account number

This information will be pre-populated and cannot be edited. This is your unique Fáilte Ireland account number.

BT (Business Tourism) Contact

Select a contact in your business who can deal with enquiries from international meeting planners. If you cannot find the person you want on the list. Return to the

business profile landing page and update your Fáilte Ireland account details. Here you can add, edit or remove people who work for your business.

Display BT Contact on Website?

Select "Yes" or "No" to indicate if you wish the details of your appointed BT contact to be displayed on the Meet In Ireland website.

Short Description for the Meet In Ireland Website

Please include a short description of your business tourism product here. This description will appear

on the search results page when your venue is shortlisted. Information here should be short and to the point. Only include high level information here to entice meeting planners to click into your full listing. Remember, speak in the 3rd person, avoid using "we", "our" or "us".

Character limit: 250

e.g. Meet In Ireland is the official business tourism brand for the island of Ireland. The Meet In Ireland headquarters are located 13km from Dublin Airport and 1km from Dublin City Centre.

Long Description

Please include a longer more detailed description of the product you are offering here. Speak in the 3rd person, avoid using "we", "our" or "us".

Character limit: 1,500

e.g. Meet In Ireland offers complimentary financial and practical supports to international meeting planners bringing meetings, incentives, conferences and events to the island of Ireland. Meet in Ireland works closely with the regional convention bureaux of Ireland who can support you in delivering an exceptional meeting.

Unique Selling Point #1

Please include, in less than 70 characters, a unique selling point for your venue/service
e.g. Meet In Ireland is the official business tourism brand for Ireland.

Unique Selling Point #2

Please include, in less than 70 characters, a unique selling point for your venue/service.

e.g. Meet in Ireland offers financial support to MICE events in Ireland.

Unique Selling Point #3

Please include, in less than 70 characters, a unique selling point for your venue/service. e.g. Meet in Ireland works with Regional Conventional Bureaux in Ireland.

Testimonial

Please include a testimonial from a client that communicates how your venue/service has enhanced the experience of a group you have previously worked with.
Character limit: 600

Why Should The Client Choose You?

Describe why your product/service should be chosen by international meeting planners considering Ireland for a MICE event.

Character limit: 300

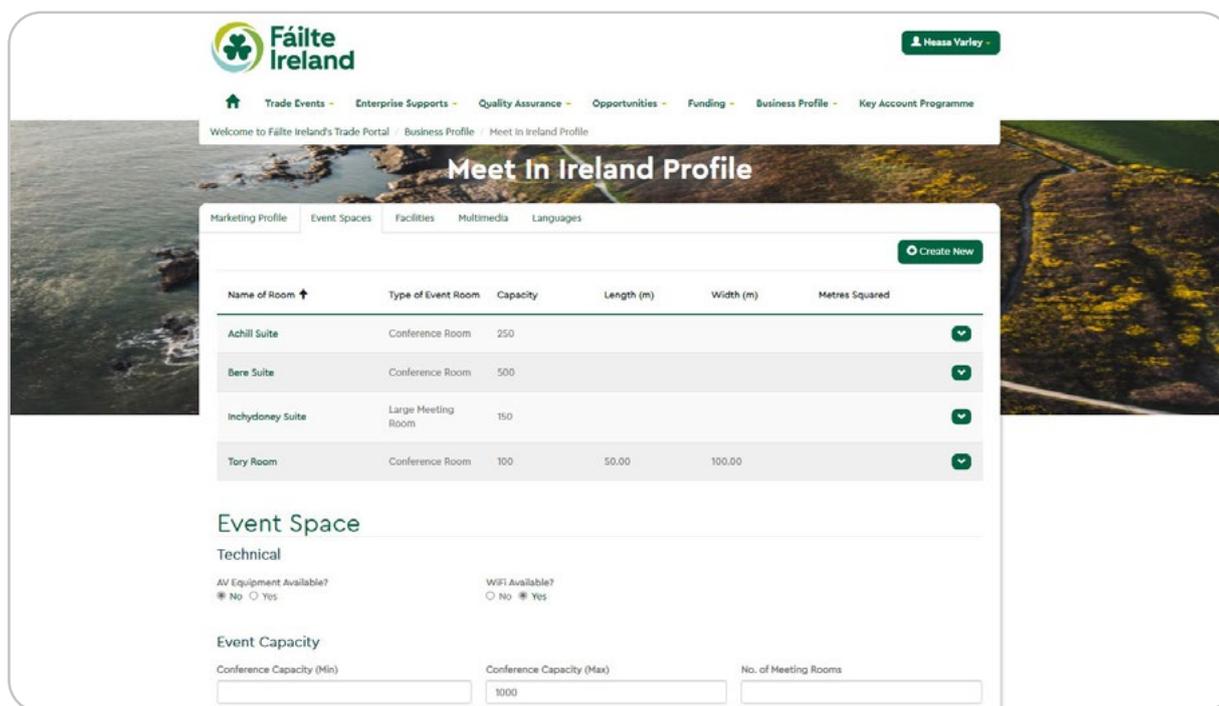
e.g. International Meeting Planners should choose to work with the Meet in Ireland team to avail its wide range of practical

and financial supports. Meet in Ireland provides Practical supports including introductions to approved DMCs and PCOs, bid document preparation, site inspections and impartial advice.

Confirm Publish Profile to MII Website?

Select "Yes" or "No" to indicate if you wish the above information to be displayed on the Meet In Ireland website. If you select "Yes" your updated listing will be saved. If you select "No" your updated listing will be saved as a draft. We advise you to leave it at no until you have completed all the tabs. Once you have completed the relevant fields under the "Marketing Profile" tab, move onto the second tab "Event Spaces".

2. Event Spaces



Under this tab, you can add details of the event spaces available for MICE events. To add an event space to your listing, click "+ Create" in the top right corner of the webpage. The first six event spaces/meeting rooms will get added to your web listing. When you click "+ Create", the following fields will be available to populate.

Name of Room

Fill this field with the name of an available event space. e.g. The Dunmore

Type of Room:

Please select the appropriate room type from the dropdown list.

- **Length (m):** In metres, indicate the length of the room. e.g. 16m
- **Width (m):** In metres, indicate the width of the room. e.g. 10m
- **Metres squared:** In metres squared, indicate the area of the room. e.g. 160
- **Ceiling Height (m):** In metres, indicate the height of the room. e.g. 2m

Capacity

Under the following layouts, describe the maximum number of people this event space can cater for. If the layout described cannot be arranged in this event space, please leave the relevant field blank.

Banquet capacity

Please indicate the total number of people you can cater for in a banquet setting e.g. 50

Boardroom capacity

Please indicate the total number of people you can cater for in a boardroom setting e.g. 15

Classroom capacity

Please indicate the total number of people you can cater for in a classroom setting. e.g. 70

Theatre capacity

Please indicate the total number of people you can cater for in a theatre setting. e.g. 90

Cocktail capacity

Please indicate the total number of people you can cater for in a cocktail setting. e.g. 100

When you have completed the appropriate fields for your event space, click "Submit". You will see this event space has saved to your listing. To edit or remove this event space, click on the arrow at the end of the event space description on the right.

To add another event space to your listing, click "+ Create" in the right corner of the webpage again.

Once you have added all the event spaces you wish to display on your business tourism listing, complete the fields below the event spaces saved that describe the general facilities provided on site.

Technical

AV Equipment Available?

Indicate "Yes" or "No" to confirm if AV equipment is available on site.

Wi-Fi Available?

Indicate "Yes" or "No" to confirm if Wi-Fi is available on site.

Event Capacity

Provide figures in the following three fields that summarise the minimum and maximum number of people you can cater for at one time.

Conference Capacity (min)

Please indicate the minimum number of conference delegates catered for e.g. 10.

Conference Capacity (max)

Please indicate the minimum number of conference delegates catered for e.g. 1,000.

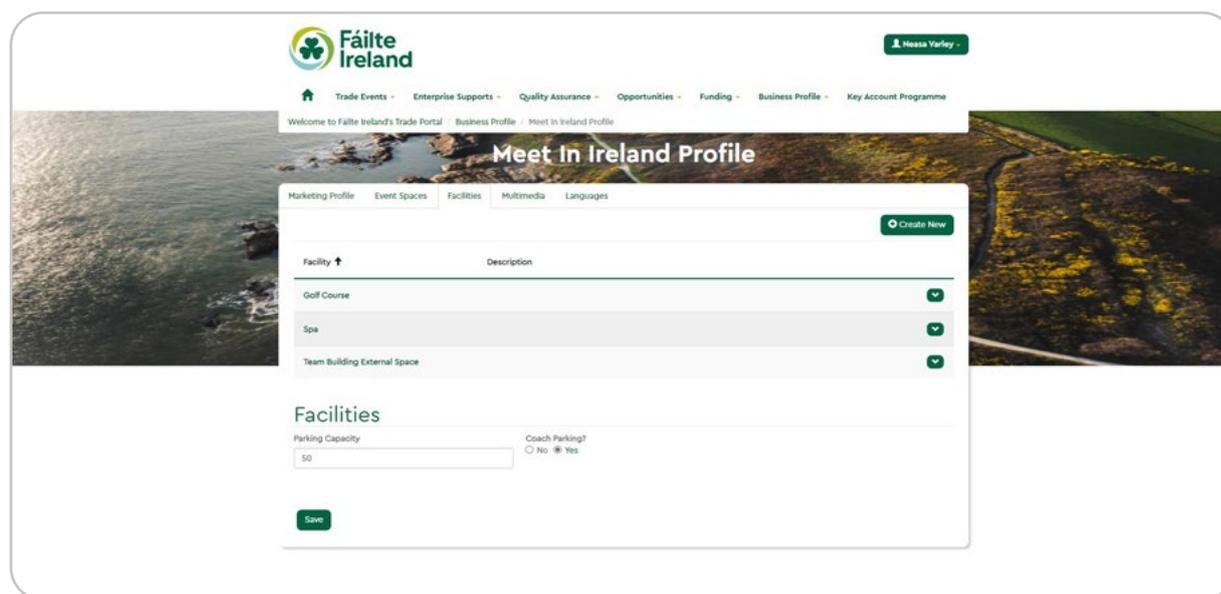
No. of Meeting Rooms

Please indicate the total number of rooms available e.g. 8.

If applicable, once the fields above have been completed, please click "Next".

When you click save, you will be brought back to the "Marketing Profile" tab, skip to the "Facilities" tab, if you wish to continue updating your listing.

3. Facilities



The screenshot shows the 'Meet in Ireland Profile' page on the Fáilte Ireland Trade Portal. The user is logged in as 'Heasa Varley'. The page has tabs for 'Marketing Profile', 'Event Spaces', 'Facilities', 'Multimedia', and 'Languages'. The 'Facilities' tab is active, showing a table with columns for 'Facility' and 'Description'. Three facilities are listed: 'Golf Course', 'Spa', and 'Team Building External Space', each with a green checkmark in the 'Description' column. Below the table is a 'Facilities' form with a 'Parking Capacity' input field containing '50' and a 'Coach Parking?' section with radio buttons for 'No' and 'Yes' (selected). A 'Save' button is at the bottom left of the form.

Under Facilities, you will see fields relating to parking facilities available to be populated.

Parking Capacity

Please insert the number of parking spaces you can offer clients on site e.g. 250.

Coach Parking

Indicate "Yes" or "No" to confirm if parking for coaches is available.

To add details of other facilities available at your property, click "+ Create" in the top right corner of the webpage.

Choose, from the dropdown, a facility to add to your listing. In the field provided below, describe the facility added, this is for internal use of Fáilte Ireland only.

Click "submit" to save this facility to your listing.

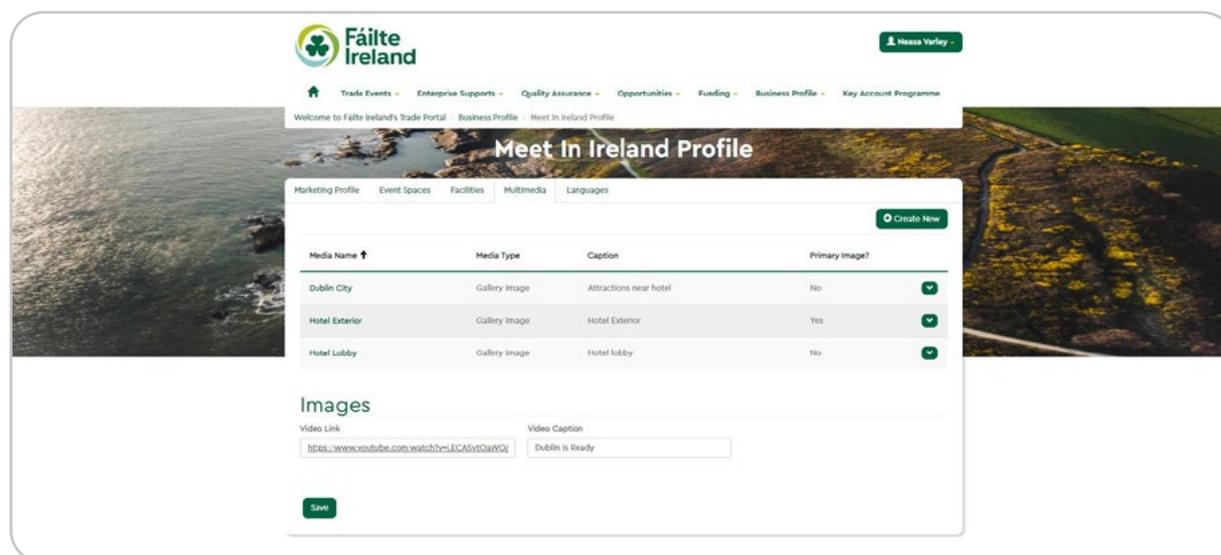
To remove or edit a saved facility, click on the facility added, or on the downward arrow.

To add another facility, click "+ Create" again and repeat the steps above.

Once you have added all the facilities you wish to display on your listing, click "Save".

When you click save, you will be brought back to the "Marketing Profile" tab, skip to the "Multimedia" tab, if you wish to continue updating your listing.

4. Multimedia



Add images video, PDFs of your floorplans and conference brochures to your listing here.

Video Link

Please add the URL of a video you would like to feature on your business tourism listing. Please ensure this video is relevant to MICE clients and up to date.

Video Caption

Add the caption to appear alongside the video added. e.g. "Welcome to Ireland".

To add additional images, click "+ Create".

Media Name

Add image name e.g. Main Ballroom.

Media Type

Choose type of media from dropdown list.

Caption

Add caption to appear alongside content added.

Primary Image?

Indicate "Yes" or "No" to confirm if the image added should be used as the primary image on your listing.

Display on Meet in Ireland Website?

Indicate "Yes" or "No" to confirm if image added should be displayed on the meet in Ireland website.

Only 6 images at one time can be clicked "yes".

Image file

Choose file from your files.

Click "submit" to save this image to your listing.

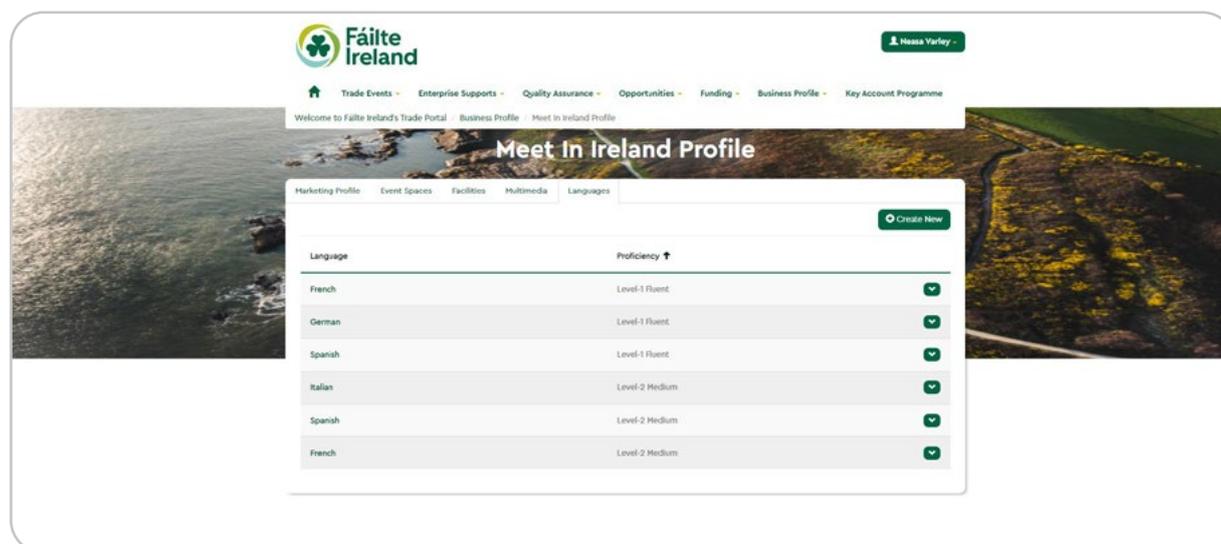
To remove or edit a saved facility, click on the facility added, or on the downward arrow.

To add another image, click "+ Create" again and repeat the steps above.

Once you have added all the images you wish to display on your listing, click "save". You should also upload your PDF floor plans here also.

When you click save, you will be brought back to the "Marketing Profile" tab, skip to the "Languages" tab if you wish to continue updating your listing.

5. Languages



What languages can your team communicate with clients through?

To add details of languages catered for by your team, click "+ Create" in the top right corner of the webpage.

Language

Please select language from the dropdown list provided.

Proficiency

Please select level of proficiency guaranteed from the dropdown list provided.

Click "submit" to save this

language to your listing.

To remove or edit a saved language, click on the language added, or on the downward arrow.

To add another language, click "+ Create" again and repeat the steps above.

Please note there is no SAVE Button here, but you can click away from this tab and it will keep your changes.

You can now click back to the "Marketing Profile" tab. At the bottom of this tab you will see the following field:

Confirm Publish Profile to MII Website?

Ensure this is selected as "Yes" to indicate that submitted information to be displayed on the Meet In Ireland website is fully complete.

If you select "No" your updated listing will be saved as a draft. Please note that this is not an immediate change and may take up to 48 hrs to transfer across to the live site. Should you wish to expedite please contact customersupport@failteireland.ie