

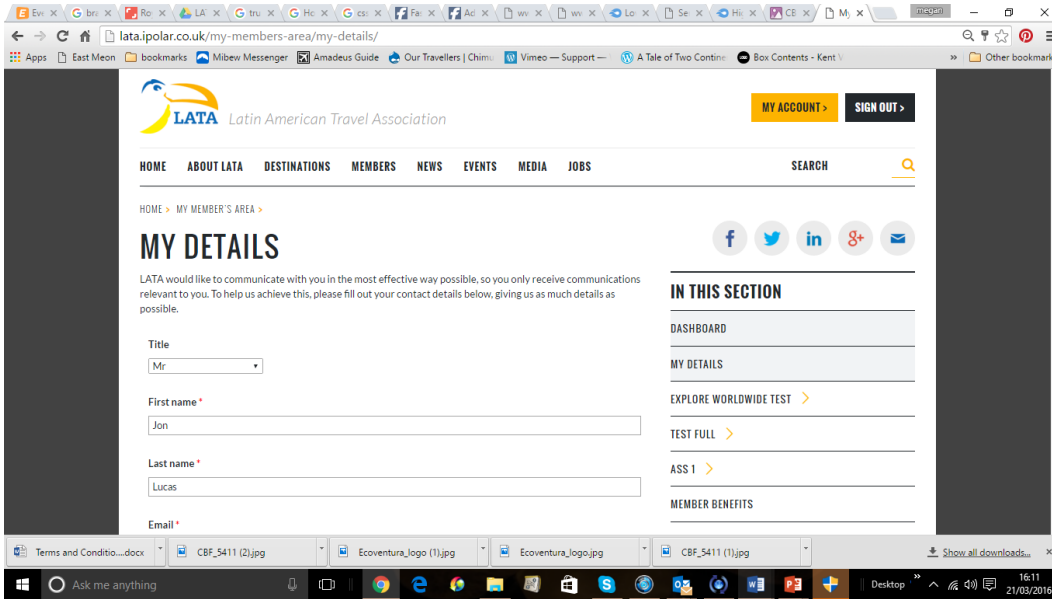
How to make the most of the LATA Website.

Visit www.lata.travel

To log into the **MEMBERS AREA** click **MY ACCOUNT** at the top right hand side.

Click on **'MY DETAILS'** on the right hand menu.

MY DETAILS

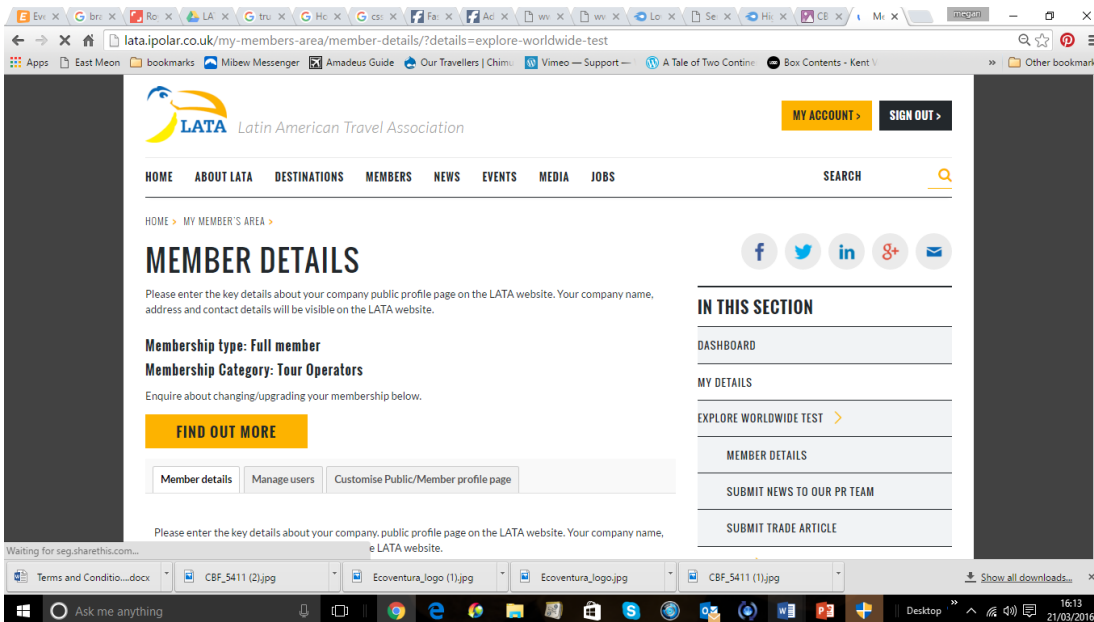


This page is just for you as an individual. Add the contact details you would like LATA to contact you on.

You can also subscribe to communications you wish to receive from LATA. To make the most of your membership, we recommend subscribing to all LATA mailings.

Once completed, please Click **'UPDATE MY DETAILS'**

UPDATE YOUR MEMBER DETAILS



Click on your member name and then 'Member Details'

TAB 1: MEMBER DETAILS

If you are an existing member, your details should already be populated. Please check the details are up to date and correct.

If you are a new member, some of your details will have been populated from your application form. Please check they are correct and add any additional information required.

Add your address to the google maps field. Please include the first line of your address, the city and if necessary the country, for the most accurate results.

Under **Specialist country**, add all the LATA countries work with and then rate each country in accordance to the percentage of your business. The total amount must equal 100.

It is very important that you fill this area out as the companies displayed on the Destination pages are based on this rating and randomized.

Under **Sales preferences** please state if you deal with consumers or trade, or both.

Please enter a short description of your company under **Guide text**. This text will be used in the LATA Consumer Guide to Latin America.

Click '**UPDATE MEMBER DETAILS**'

TAB 2: MANAGE USERS

The screenshot shows the 'Manage Users' tab in the LATA website. The main content area has a 'FIND OUT MORE' button and tabs for 'Member details', 'Manage users', and 'Customise Public/Member profile page'. Below the tabs, there is explanatory text about LATA contacts and a form for adding a main LATA contact. The form has fields for 'First name *', 'Last name *', 'Telephone', and 'Email address *'. A table below the form shows one contact: Jon Lucas, 08444990901, jonrlucas@gmail.com. There is an 'ADD MAIN CONTACT' button. The page also has a sidebar with navigation links like 'EXPLORE WORLDWIDE TEST', 'MEMBER DETAILS', 'SUBMIT NEWS TO OUR PR TEAM', 'SUBMIT TRADE ARTICLE', 'TEST FULL', 'ASS 1', 'MEMBER BENEFITS', 'MANAGE JOB POSTINGS', 'LATA PR OPPORTUNITIES', 'FIND A MEMBER', 'MEMBER FORUMS', 'EVENTS', and 'DOCUMENTS'.

Click on the next tab- Manage Users

This tab allows you to manage who in your company can access the LATA website, who can edit your information, submit news, register for events and receive communications from LATA.

Please enter details for each department, where applicable. You have the option of giving them admin rights or not.

Users with admin rights can:

- Receive communications from LATA
- Access LATA member's area

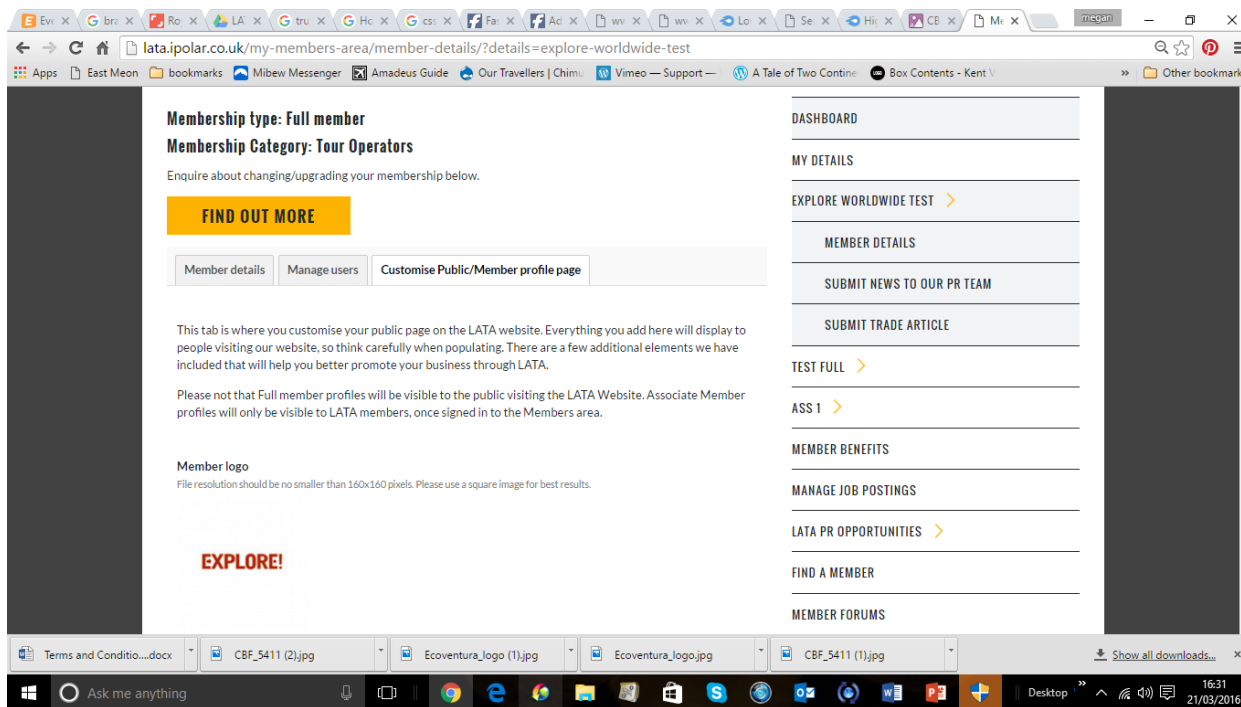
- Register for events
- Edit member details
- Submit trade news
- Submit news to LATA PR

Users without admin rights can:

- Receive communications from LATA
- Access LATA member's area
- Register for events

Click **'UPDATE MEMBER DETAILS'**

TAB 3: CUSTOMISE PUBLIC MEMBER PROFILE PAGE



Click on the third tab to create your profile page.

Everything you add here will display to people visiting our website, so think carefully when populating.

Please not that Full member profiles will be visible to the public visiting the LATA Website. Associate Member profiles will only be visible to LATA members, once signed in to the Members area.

Logo

Please delete and upload a new logo with a minimum of 160x160 pixels.

Member strapline

Describe your business in one sentence.

Member description

Please add your member description – max characters 2000. You also have the option of embedding youtube videos.

To embed Youtube videos, got to the youtube video, click 'Share' and then 'Embed'. You can custom size, we recommend 560x315. Then simply copy the code into the text box.

Trade information

Please enter information for LATA members visiting the site. This text will only be visible once a member is logged in and the general public will not be able to view it.

Photo Gallery

Please add images that you feel best promote your company.

Public Contacts

Please note this area is different from the user area. The contacts you put here will not be used by LATA to contact you. In addition to the General Enquiry and Press Contact, you have the option of adding additional departments for the public to contact e.g. Tailor-made Department or Agent Sales Department.

Trade contacts

The contacts you add here will only be visible to members once signed into the member area. You may want to add your product department or agency sales department for example.

Your Specialist areas

This is your opportunity to highlight your company's specialist services to anyone visiting the website.

If you are a Tour Operator or Local Operator you may wish to add tailor-made Holidays or Group Tours, or you may want to add 'Luxury Holidays', 'Wildlife Holidays'. If you are an Airline you may want to add 'Flight Only' or 'Group Flights'. If you do not want to use this section, please leave it blank and it will not show in your public profile.

We recommend you title this area 'Specialist Services'

If you have a page on your website that highlights all the services you offer, please add the link to '**Your Specialist areas link**'

Please then add a name, image and URL link to the form. You have up to 6 and you can add more using the **ADD SPECIALIST BLOCK**

Product promotion

In this area you can add specific product you wish to promote. This may be your best selling highlights trips, top flight routes, or room types.

If you have a page on your website for promotions, please add the link to '**Product promotion link**'

Please then add a name, image and URL link to the form. You have up to 3 and you can add more using the **ADD FEATURED BLOCK**

Testimonials

This is a chance to show what your clients say about you,

Testimonial title

We recommend entering 'What our clients say'

Add a quote, client name or initials and client country to the form. You have up to 3 and you can add more using the **ADD TESTIMONIAL**

Social media

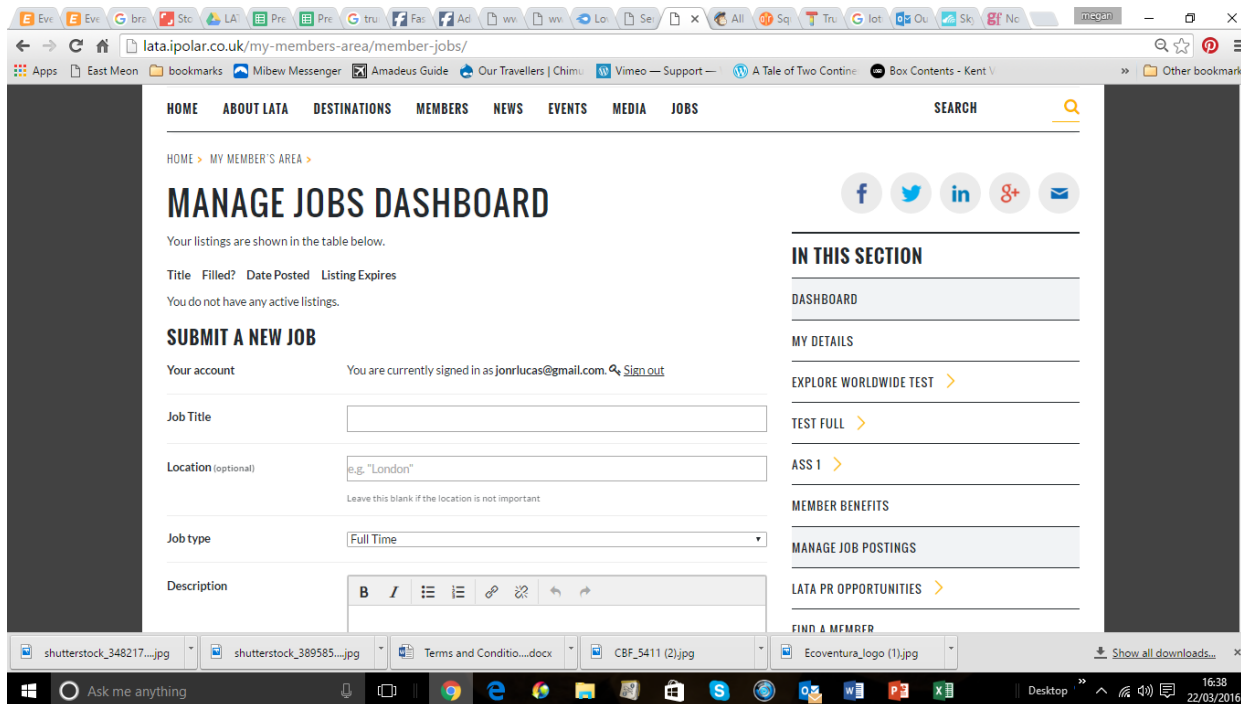
Please add social media URLs in order to link to them from your profile.

Accreditations and Alliances

Please detail in the boxes provided.

Click '**UPDATE MEMBER DETAILS**'

MANAGE LATA JOB POSTINGS



If you would like to post a job on the LATA, The LATA website has a quick and easy way for you to advertise your jobs.

Please enter:

- **Job Title**
- **Location**
- **Job type**
- **Description**
- **Application email/URL** (this is either the person to send the application to or a link to the job on your website where instructions on how to apply can be found)
- **Please then add your company info.**
- **Preview the post and submit.**

Your job posting will remain on the website for 1 month. If you fill the job before that time, please update the listing as filled.

LATA PR OPPORTUNITIES

LATA PR opportunities are for Full LATA members only. The **ABOUT LATA PR** details the services we offer.

SUBMIT NEWS TO OUR PR TEAM

The screenshot shows a web browser window displaying the LATA (Latin American Travel Association) website. The page title is "SUBMIT NEWS TO OUR PR TEAM". The navigation menu includes HOME, ABOUT LATA, DESTINATIONS, MEMBERS, NEWS, EVENTS, MEDIA, and JOBS. A search bar is located in the top right corner. The main content area contains the following text:

HOME > MY MEMBER'S AREA >

SUBMIT NEWS TO OUR PR TEAM

Please use this form to submit news to our PR Team.

What constitutes news?
As the media in the UK are inundated with press releases, we want to make sure the LATA press releases area as impactful as possible. Therefore we are looking for genuine news such as new tours, new destinations opening up for tourism, new flight connections, new tourism infrastructure (i.e. new hotels, visitor centres etc.) and notable anniversaries and events.

Other news will also be considered subject to its relevancy.

Member

Please state what your news relates to

Description

On the right side, there is a sidebar with the following sections:

- MY ACCOUNT >
- SIGN OUT >
- SEARCH
- IN THIS SECTION
 - DASHBOARD
 - MY DETAILS
 - EXPLORE WORLDWIDE TEST >
 - MEMBER DETAILS
 - SUBMIT NEWS TO OUR PR TEAM
 - SUBMIT TRADE ARTICLE

The browser's address bar shows the URL: lata.ipolar.co.uk/my-members-area/submit-news-to-our-pr-team/?details=explore-worldwide-test. The taskbar at the bottom shows the Windows Start menu, taskbar, and system tray with the date 22/03/2016 and time 16:39.

This is situated under your company name and allows you to submit news to our PR team.

Please refer to LATA Documents for the latest press release themes.

Please enter text in the following fields:

- Please state what your news relates to
- Description
- Why is it relevant
- Factfile info
- Twitter handle (optional)
- Upload one image.

Click **SUBMIT NEWS**

SUBMIT TRADE NEWS

HOME ABOUT LATA DESTINATIONS MEMBERS NEWS EVENTS MEDIA JOBS SEARCH

HOME > MY MEMBER'S AREA >

SUBMIT NEWS ARTICLE

Please use this form to submit news for the LATA monthly newsletter and trade news section on the website.

Fields marked with an * are required

Member
blue-frog

Type of news

Cover message *

IN THIS SECTION

- DASHBOARD
- MY DETAILS
- BLUE FROG >
- MEMBER DETAILS
- SUBMIT TRADE ARTICLE
- MEMBER BENEFITS
- MANAGE JOB POSTINGS
- LATA PR OPPORTUNITIES >

This form is also situated under your company name. In order to be featured in our monthly Trade newsletter. You will find the timetable for newsletters in LATA documents.

Please enter:

- What type of news you have – offers, new products etc.
- A cover message
- Your text – max 80 words
- Upload an image

Click **SUBMIT ARTICLE**.

EVENTS

Find information on LATA events for the coming year and register to attend.

Once logged-in, click on the website link on the event page to sign up for the event.

DOCUMENTS

Search LATA documents for logos, press and newsletter timetables, AGM minutes and more.

SIGN OUT

To sign out, click on the **SIGN OUT** at the top right.

