



BTA *Connect*

Training Guide

BERMUDA
TOURISM AUTHORITY

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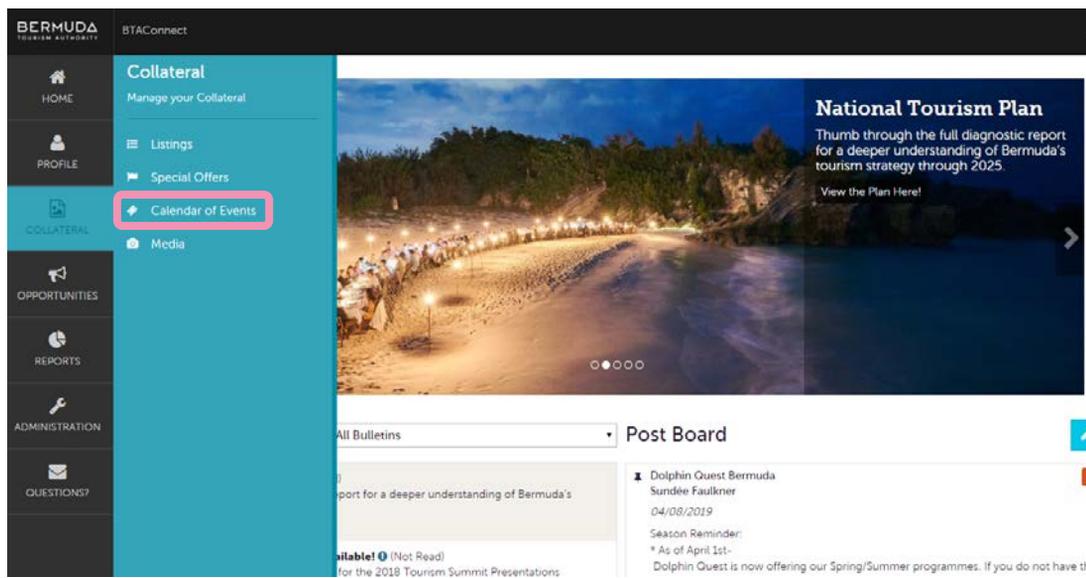


Event Creation

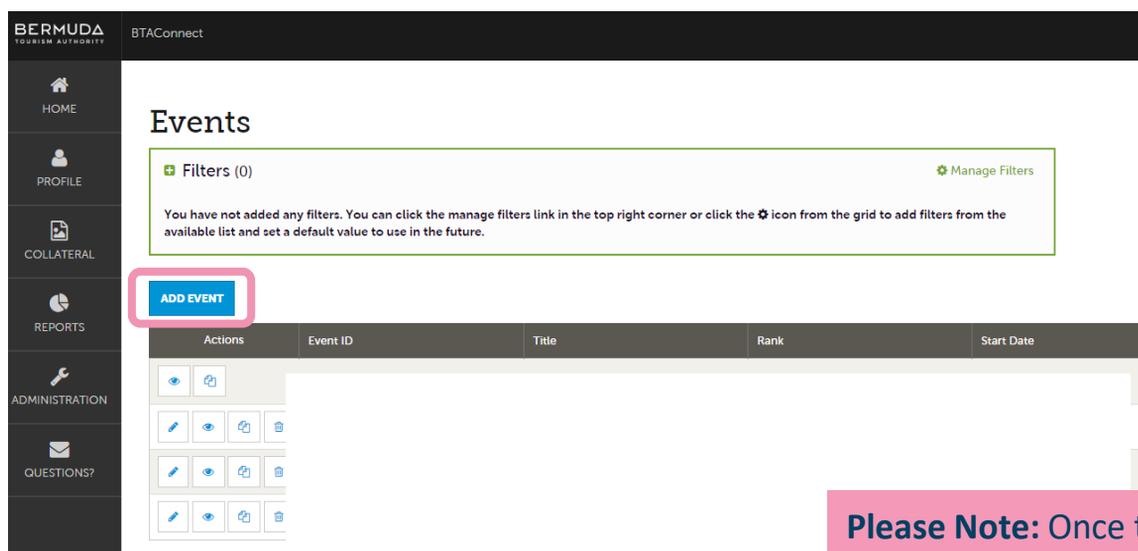
BTAConnect allows you to add events to be featured in our Events Calendar.

How to:

Navigate to the left hand icons and click on the tile labeled “COLLATERAL”. Then click the “Calendar of Events” section.



Once within the Events section, you can review and edit existing events and add new offers. To add a new event click on the “ADD EVENT” button



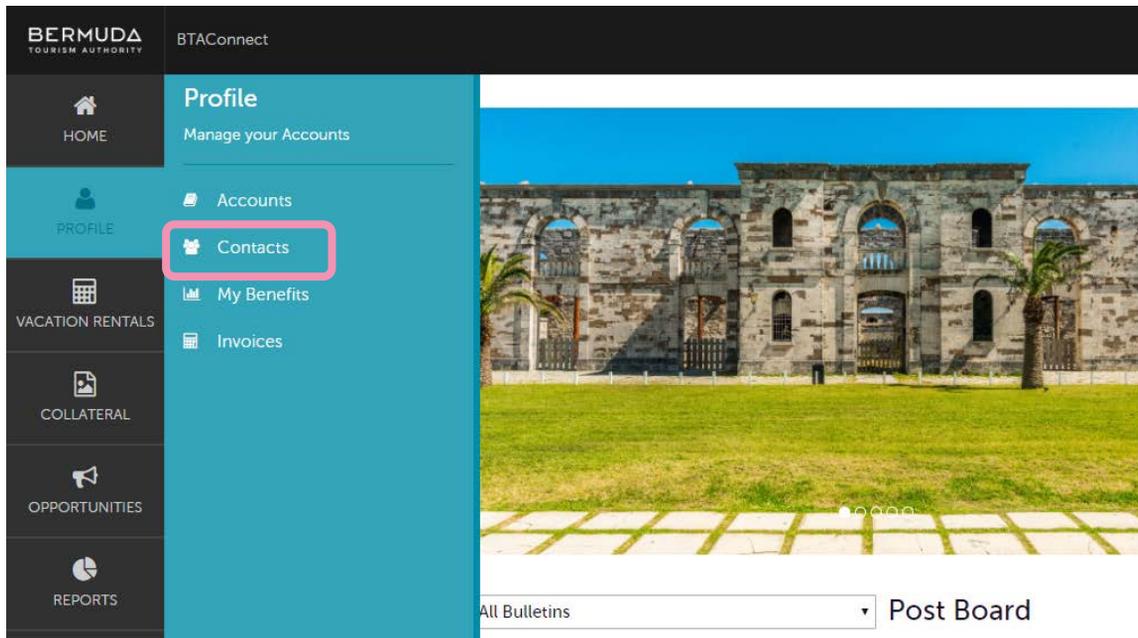
Please Note: Once the event is submitted, the marketing team will review the details prior to publishing to the website

Contact Creation

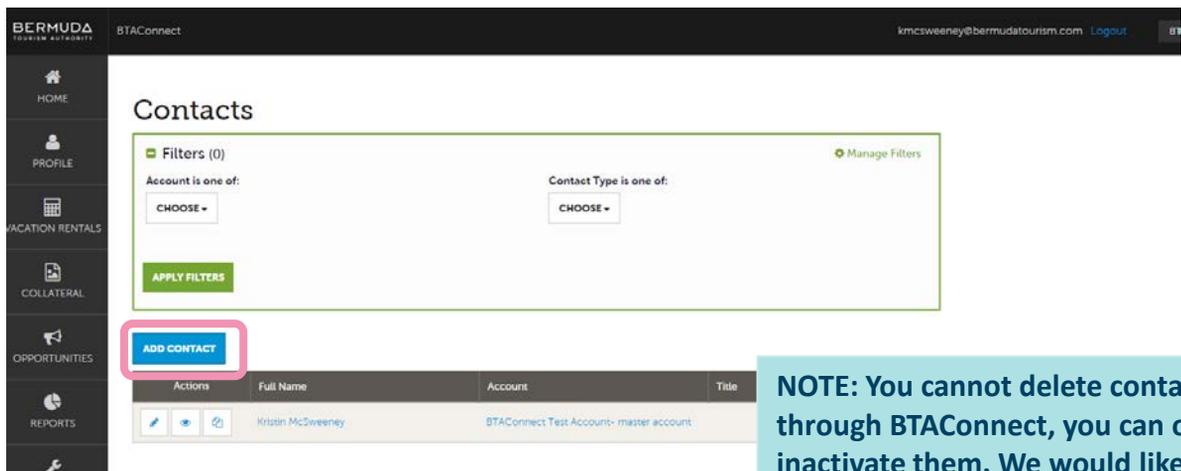
BTAConnect allows you to add and inactivate contacts associated with your business.

How to:

Navigate to the left hand icons and click on the tile labeled “Profile”. Then click the “Contacts” section.



Once within the Contacts section, you can review and edit existing contacts and/or add new contacts. To add a new contact click on the “Add Contact” button



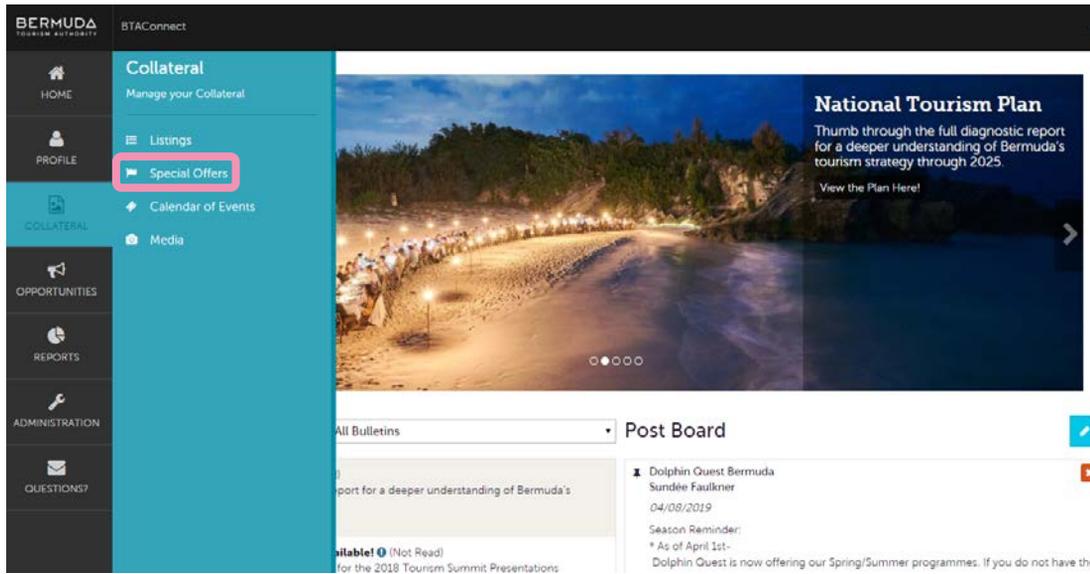
NOTE: You cannot delete contacts through BTAConnect, you can only inactivate them. We would like to keep old contacts to maintain historical data. If you need to hard delete contacts please contact BTAConnect@bermudatourism.com

BTAConnect Special Offer Creation

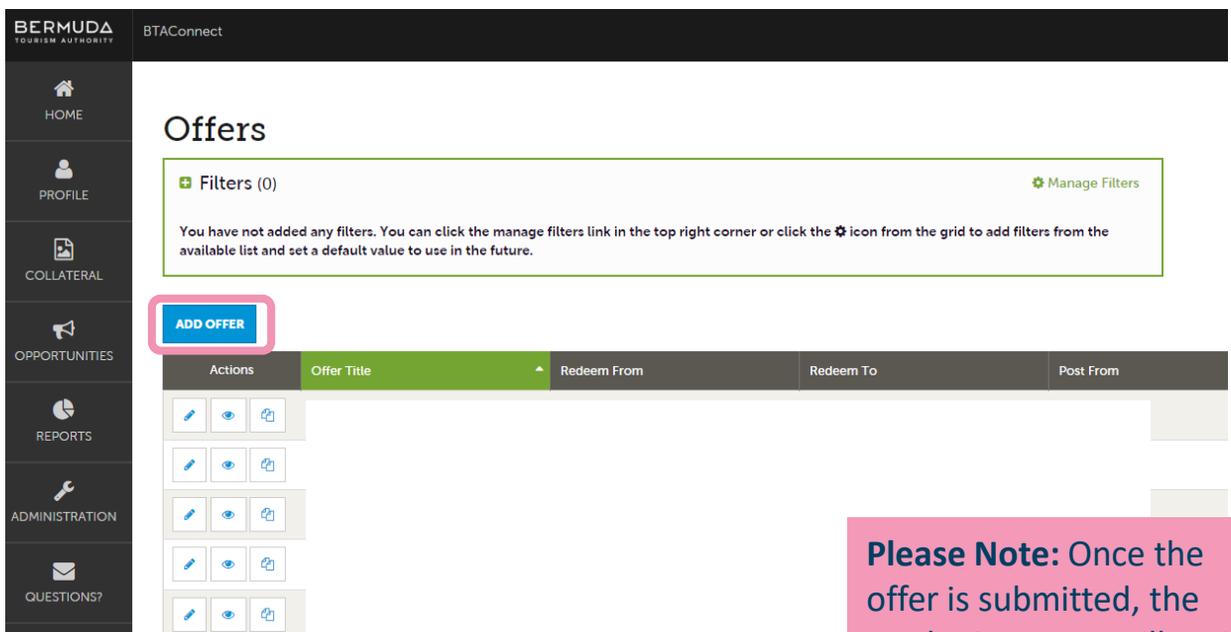
BTAConnect allows you to add special offers associated with your business.

How to:

Navigate to the left hand icons and click on the tile labeled “COLLATERAL”. Then click the “Special Offers” section.



Once within the Offers section, you can review and edit existing offers and add new offers. To add a new offer click on the “ADD OFFER” button



Please Note: Once the offer is submitted, the marketing team will review the details prior to publishing to the website



For more information on BTA Connect contact:

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