

Virtual Seminar Contribute How To Guide

9/29/09

Processes for Creating and Updating Landing Pages, Agendas and Emails

Implementing a Brand New Page or Email

1. Media marketing creates the page, and updates all content which for landing pages MUST include:
 - Header site logo (or for custom events, the vendor's logo)
 - Final title and subtitle of event
 - Sponsors' logos
 - Media sponsors' logos
 - The Outlook calendar hyperlink, provided by Operations, in both the yellow box at the top left and within the paragraph at the bottom of the landing page.
 - Prize information and image(s)
2. Media marketer distributes URL of the page(s) on the events.dev.eng.techtarget.com site to all vested parties to review.
3. All vested parties respond with edits.
4. Media marketer completes edits, and finalizes page(s) including review rounds if and when necessary.
5. Media marketer ensures pages are published.
6. Media marketer messages Operations that page(s) is ready to upload to InXpo. *For email promotions not sent via InXpo, media marketer follows current process for email promotions created using Contribute.*
7. Operations uploads files to InXpo, editing the following in the page code:
 - Image URLs. *This does not include the background image behind the title, the checkmark icon or the TechTarget logo in the footer. These file URLs are already hard-coded to point to our own live servers. Our own live servers are also serving the CSS file.*
8. Operations provides media marketer with hyperlink to the InXpo version of the page to review.
9. Media marketer provides Operations with approval.
10. Page is considered complete.

Editing Pages Already Uploaded to InXpo

It's critical that all edits be made to the Contribute version of pages. If edits are made outside the system, such as directly in the InXpo interface, any further edits made to the page using Contribute will not include any edits made outside the system.

1. Media marketer, or Operations, makes edit(s) to the page using Contribute.
2. Media marketer distributes URL of the page(s) on the events.dev.eng.techtarget.com site to all vested parties to review.
3. All vested parties respond with edits.
4. Media marketer completes edits, and finalizes page(s) including review rounds if and when necessary.
5. Media marketer ensures pages are published.
6. Media marketer messages Operations that page(s) is ready to upload to InXpo. *For email promotions not sent via InXpo, media marketer follows current process for email promotions created using Contribute.*
7. Operations uploads any updated or new files to InXpo, editing the following in the page code:
 - Image URLs. *This does not include the background image behind the title, the checkmark icon or the TechTarget logo in the footer. These file URLs are already hard-coded to point to our own live servers. Our own live servers are also serving the CSS file.*
8. Operations provides media marketer with hyperlink to the InXpo version of the updated page to review.
9. Media marketer provides Operations with approval.
10. Page is considered complete.

Creating and Edits Pages Using Contribute

Connecting to the Site

Step 1. Open the contribute key you've been provided. If you already have a connection, simply click "YES" to replace your connection.

Step 2. Using the password provided, enter your password for the templates internal website. The password is case sensitive.

Creating a NEW Landing Page, Agenda Page or HTML Email

Step 1. Click, "File ... New" In the left column, choose "Templates" from the list below "Create new web page or blog entry for:"

Step 2. If you don't already see a list of templates available in the Templates website, click the arrow to the left of the Templates directory, then expand the 2nd "Templates" directory inside.

Step 3. Select the appropriate template from the list:

- Agenda Template
- Email Template
- LandingPage_Template

You'll see a preview of what the template looks like. Don't be alarmed that the preview has the information for the sample event "Agile Software Development". You will customize all the information for your event.

Step 4: Enter a title for your new page in the text entry box. Use the official title of the event as the page title.

Example: Agile Software Development

Step 5. After you've entered a title, click "OK."

Save your page to the correct media group directory.

Step 1. Click the "Publish" button located at the top left of your editing window.

Step 2. A Publish New Page dialogue box will appear and the file name you give it here will be the filename of your html document.

Step 3. ALWAYS ENTER "_LP" after the filename when it's a Landing Page.

ALWAYS ENTER "_A" after the filename when it's an Agenda Page.

ALWAYS ENTER "_Email_what its for" after the filename when it's a Email.

Examples for the filename agilesoftwaredevelopment:

agilesoftwaredevelopment_LP.html

agilesoftwaredevelopment_A.html

agilesoftwaredevelopment_Email_promo.html

agilesoftwaredevelopment_Email_reminder.html

Step 4. When you've entered a filename, click "Choose Directory". Then:

1. Choose the appropriate media group directory for your New Page, and then click Open. If you don't see the directory listed, select "Look in: Website" from the menu at the top of the dialog box.
2. Click "Select [your directory]" at the bottom of the dialog box
3. Lastly click "Publish" and your file will be saved in the directory you've selected.

Edit Your New HTML Page to Replace the Sample Content with Content About Your Event

All content on the page surrounded by a green outline needs to be updated to reflect your event.

For Landing Pages

Step 1. Update the header logo to the one appropriate for your event. You can only enter one logo in this space.

1. TechTarget Site Logos: 390px by 50px. *The logos in the system are already sized correctly.*

1. Custom Event Sponsor Logos: No taller than 50px, with width proportionate to the actual logo dimensions.

1. Double-click on the logo.
2. Click "Choose..." and select "Images" and "From Website."
3. Look in: <http://templates.dev.eng.techtarget.com/logos/> to view the logos available in the logos directory.
4. Select the appropriate site logo and click "OK." *If the site logo your looking for is not there, contact Pat Volpe.*
5. All the site logos are sized correctly to fit, and should not be altered. *Do not adjust any of the settings in the dialog box.* Click "OK."

Step 2. Enter the title and subtitle of your event, replacing the sample text. Your event title and event subtitle can each be only one line of text each.

Step 3. Enter any speaker photos, sponsor logos and prize images

If the images are on your computer or the network, be certain in advance that they are the appropriate size.

- Speaker Photos: 65px by 65px
 - Sponsor Logos & Prize Image: No wider than 170px
1. Double-click on the image that needs to be replaced.
 2. Click "Choose" and select "Images On My Computer..."
 3. Select the file where your image is and click "Choose" then click "OK."
 4. When you publish the page, any images you've added will be uploaded to the images directory within your media group's directory.

Helpful hints for adding – instead of replacing – a sponsor logo:

1. Place your cursor inside the green box labeled "Sponsor Logos Go Here" and click inside the green box, on the right edge of one of the existing logos. Be sure your cursor is blinking.
2. Choose "Insert" from the top menu, "Image" and click "From My Computer."
3. Select your image file and click "Choose."

Helpful hints for adding – instead of replacing – a media sponsor logo:

1. Place your cursor inside the green box labeled "Media Sponsor Logos Go Here" and click inside the green box, on the right edge of one of the existing logos. Be sure your cursor is blinking.
2. Choose "Insert" from the top menu, "Image" and click "From Website"
3. Look in: <http://templates.dev.eng.techtarget.com/logos/> to view the logos available in the logos directory
4. Select the appropriate site logo and click "OK." *If the site logo your looking for is not there, contact Pat Volpe.*
5. All the site logos are sized correctly to fit, and should not be altered. *Do not adjust any of the settings in the dialog box.* Click "OK."

Helpful hints for adding – rather than replacing – a prize image:

1. Place your cursor inside the green box labeled "Prize Image" and click inside the green box making sure your cursor is blinking. (If it's not, click on the bottom line of the green box. A red outline will appear and when it does hit the "DELETE" key)
2. Choose "Insert" from the top menu, "Image" and click "From My Computer"
3. Follow Steps 3 and 4 of "**Header Logo**" above.
4. Finally, center your prize image by clicking on the image and selecting the center align button. (If you've done this correctly you'll see that the green box got wider and will display correctly when you publish the page.)

Step 4: Replacing and/or Adding Speakers to the Speaker Box

The easiest way to replace speaking information is to paste the new information in place of the sample equivalent. Be sure to format the speaker's name and title as an H1 heading, so it will appear bold and blue. The bios use the Normal style.

When there is more than one speaker, there should always be a horizontal rule between the end of the previous speaker description and the next speaker's name. To add this rule: Click "Insert" at the top menu and "Horizontal Rule." The rule will be automatically formatted to match other rules.

To insert a speaker photo, place your cursor at the beginning of the speaker's name, then follow previous instructions for inserting images. Remember to have the speaker's photo already in the correct dimensions of 65px X 65px.

Step 5: Inserting and Formatting Body Content

1. Replace the editable area Marketing Headline Goes Here: Insert your page content heading, being sure it's formatting using the Heading 1 style.
2. Replace the editable area Body Copy Goes Here: Insert your page content marketing the event, using the Heading 2 style for subheadings, and the Normal style for paragraph text.
3. Editing the editable area FAQ Info: Edit your event name and any other show-specific information, using the Heading 3 style for Questions and the Normal style for paragraph text.
4. Update the Agenda editable area, using the Normal style for all text. Remember to boldface the time and the name of the session, but keep the presenter's name in plain, non-bold text.

Adding rows in the Agenda:

1. Select a complete row in the table: Click your mouse in the left cell and hold while also selected the right column.
2. Click the "Table Row" button at the top of the Contribute window.

Deleting rows in the Agenda:

1. Select a complete row in the table: Click your mouse in the left cell and hold while also selected the right column.
2. Hit "Delete."

Step 6: Changing the footer link text to mention the correct event and year. *The event name in the email hyperlink will help Operations identify which event the visitor is seeking help with.*

1. Right click on the footer email link and select "Link Properties."
2. Update: Issue on "Event name goes here."

Example: Issue on Agile Software Development Landing Page

3. Update the copyright year, if necessary.

For Agenda Pages

Step 1. Update the header logo to the one appropriate for your event. You can only enter one logo in this space.

2. TechTarget Site Logos: 390px by 50px. *The logos in the system are already sized correctly.*
 2. Custom Event Sponsor Logos: No taller than 50px, with width proportionate to the actual logo dimensions.
6. Double-click on the logo.
7. Click "Choose..." and select "Images" and "From Website."
8. Look in: <http://templates.dev.eng.techtarget.com/logos/> to view the logos available in the logos directory.
9. Select the appropriate site logo and click "OK." *If the site logo your looking for is not there, contact Pat Volpe.*
10. All the site logos are sized correctly to fit, and should not be altered. *Do not adjust any of the settings in the dialog box. Click "OK."*

Step 2. Enter the title and subtitle of your event, replacing the sample text. Your event title and event subtitle can each be only one line of text each.

Step 3: Update the Agenda

In the green box labeled "Agenda Details Go Here" update the information to reflect your event.

- All times must be in "Heading 2"
- All Session Names and Openings/Closings/Chats/Giveaways must be in "Heading 3"
- If the Session Name is a link it will automatically format it correctly.
- All Agenda Descriptions must be set to "Normal"

Step 4: Changing the footer link text to mention the correct event and year

The event name in the email hyperlink will help Operations identify which event the visitor is seeking help with.

1. Right click on the footer email link and select "Link Properties."
2. Update: Issue on "Event name goes here."
Example: Issue on Agile Software Development Landing Page
3. Update the copyright year, if necessary.

For Emails

Step 1. Update the header logo to the one appropriate for your event. You can only enter one logo in this space.

- TechTarget Site Logos: 390px by 50px. *The logos in the system are already sized correctly.*
- Custom Event Sponsor Logos: No taller than 50px, with width proportionate to the actual logo dimensions.

From "Images on My Computer"

1. Double-click on the logo.
2. Click "Choose..." and select "Images on My Computer."
3. Select the file where your image is and click "Choose" then click "OK."
4. Publish your page if you haven't already. Any images you've added from your computer will be uploaded to the images directory within your media group directory.

Example: I used the IBM logo from desktop named "ibm_logo.jpg" and published my page called "example.html" in the CIO directory. The URL to the page and image is the following:

Page: <http://templates.dev.eng.techtarget.com/vts/cio/example.html>

Image: http://templates.dev.eng.techtarget.com/vts/cio/images/ibm_logo.jpg

- Launch your image using the launcher. The images for these emails can be found in the templates website, and then by following the URL directories get to the image file you would like to launch.

IMPORTANT: Any header logo used in emails must be launched to the live site, and the URL to the image file hard coded within the email — and tested — before you can send the email. All TechTarget site logos are already launched, and live.

5. When the header logo image is launched, return to contribute, double-click on the header logo, and in the resulting dialog box manually edit the link to the image so that it is hard coded to include the entire URL. In Contribute, the URL will initially appear looking like this:
 - /images/ibm_logo.jpg

The hard coded URL must also contain "http://templates.techtarget.com/vts/" and the media group directory name. Since I've placed my image in the CIO directory my hard coded URL would be:

- http://templates.techtarget.com/vts/cio/images/ibm_logo.jpg

Helpful hints:

- Be certain dev.eng is not in the URL of any images used. No one outside the company will be able to see the image.
- Launched images take 45 minutes to go live.
- If after the 45 minutes you don't see the image in your browser after you've hard coded it, check again to make sure the URL you typed in is correct. The slightest typo in the URL will cause the logo not to appear.

Step 2. Enter the title and subtitle of your event, replacing the sample text. Your event title and event subtitle can each be only one line of text each.

Step 3: Inserting and Formatting Body Content

1. Replace the editable area Marketing Headline Goes Here: Insert your email content heading, being sure it's formatting using the Heading 1 style.
2. Replace the editable area Body Copy Goes Here: Insert your email content marketing the event. To ensure that all email clients see the message as intended, only use the Normal style for headings and paragraph text in the body of the email. You can boldface and italicize headings.

Step 4: Changing the footer text to mention the correct opt-out and year

1. Replace "OPT OUT GOES HERE" with the correct opt out text and hyperlink.
2. Update the copyright year, if necessary.
3. Update the mailing address, if necessary.

Saving your changes

Step 1. Publish the File. To provide someone with a URL to preview the file in a browser, copy and paste the URL from the address area in the Contribute window.

Sending the message

For automated messages from InXpo, Operations will transfer the email page code to InXpo.

For promotional email messages, follow the same procedure as event and site emails found in the Contribute User Guide.

To Edit Files Already Created

Scenario #1. You're given a Key & Password and a URL to file

<http://templates.dev.eng.techtarget.com/vts/storage/AgileSoftwareDevelopmentLandingPage.html>

Step 1. REPEAT "LET'S START" STEP 1.

Step 2. Paste the URL into the Address field and click "Go"

Step 3. Click, "Edit Page" and your ready to edit.

Scenario #2. Your given a Key & Password

Step 1. REPEAT "LET'S START" STEP 1.

Step 2. Click the "Choose" button at the top right. Below the contribute Icon

Step 3. Make sure your in the Templates Directory.

(<http://templates.dev.eng.techtarget.com>). Select VTS, the appropriate directory which your file is in, select the file and click "OK"

Step 4. Click, "Edit Page" and your ready to edit.

Tips For Getting to Pages you've Recently Created or Edited

From the Welcome Screen of Contribute

Step 1. From left hand column titled "Begin Editing" find and click the word "Templates."

Step 2. Click "Connect."

Step 3. Click the "Choose" button on the top-right hand corner of the contribute window.

Step 4. Navigate to where you saved the file your looking for and click "OK."

Step 5. Click "Edit Page" and begin Editing.

If You're Already in Contribute Window

Step 1. Click File from the menu above.

Step 2. Hover your mouse over "Drafts."

Step 3. Click the file you want to open and begin editing.

If You're Already in Contribute (2nd Option)

Step 1. Click File from the menu above.

Step 2. Hover your mouse over "Recent Pages and Blog Entries."

Step 3. Click the file you want to open and begin editing.

If you see a yellow bar across the top of the page telling you that you can't edit a page because someone else is editing it, contact the person via email by clicking on email address that appears. Ask them to publish the page, so you can edit it. DO NOT OVERRIDE THE SYSTEM CONTROLS.

When Your Pages Are Fully Edited And Ready To Go Live

Step 1. Send the URL of the page you were working on to Operations.

Instructions to Operations to Upload the HTML Files to InXpo

Capturing the page code to upload to InXpo/uploading code.

Step 1. View the page in a browser, and view the source of the page by clicking on the "View" menu, then selecting "Source."

Step 2. Select all the source code inside the window and paste the code into the appropriate section of Inxpo's Admin Portal associated to that event.

- **DO NOT: CAPTURE THE PAGE CODE FROM AN HTML EDITOR**
- **DO NOT: USE FILE...SAVE AS IN THE BROWSER**
- **These options will rewrite portions of the page code that may cause display issues.**

Capturing the Page's Images and Hard-Coding to Inxpo's Server

Step 1. View the page in a browser, and then right click on the following images and click "Save Picture As."

- A. The very top logo image before the name of the event.
- B. All the sponsor logo images (left column)
- C. All the speaker photo images (center column)
- D. All the media sponsor images (center column)
- E. All the prize images (right column)

Step 2. Once you have all the images saved on your machine, transfer all the images to the appropriate directory on Inxpo's Sever.

Step 3. Bring up the Inxpo Admin Portal where you've pasted your code and search for the image names you've copied to your computer.

Step 4. Once you've found them, link it to the URL where the images can be found on Inxpo's Server.

Example [http://presentations.inxpo.com/Shows/TechTarget/9-29-09/...](http://presentations.inxpo.com/Shows/TechTarget/9-29-09/)

Step 5. Test Your Page to make sure all is appearing correctly.

Creating the Logout Page File Using the Completed Landing Page File

Step 1. Viewing the html in the Login Portion of the admin Portal, copy the html and paste it into the logout section.

Step 2. Search for the following in the page code:

```
<!-- START: REMOVE THE FOLLOWING CODE TO CHANGE THIS LOGIN PAGE TO A  
LOGOUT PAGE -->
```

Step 3. Delete all the page code in between the above HTML comment the following HTML comment, INCLUDING THE ABOVE AND BELOW HTML COMMENTS:

```
<!--END: STOP REMOVING THIS CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT  
PAGE HERE! -->
```

Step 4. Below the code you deleted in step 3, search for:

```
<!--START: REMOVE THE FOLLOWING LINE OF CODE TO CHANGE THIS LOGIN PAGE  
TO A LOGOUT PAGE-->
```

Step 5. Delete:

```
<body onload="window_onload()" >
```

Step 6. Delete:

```
<!-- DELETE THIS LINE OF CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE
```

Step 7. DO NOT DELETE:

```
<Body>
```

Step 8. Delete:

```
DELETE THIS LINE OF CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE -->
```

The screen capture below illustrates in blue what code to remove from the landing page code to successfully create a logout page.

Landing Page Code

```
<!--START: REMOVE THE FOLLOWING CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE -->

function window_onload() {
var cText = GetInnerText(document.getElementById("ErrorMsgDisplay"));

if (cText.substr(1,2) != ":{" && cText != "NULL")
document.getElementById("ErrorMsgDisplay").style.display = "";

cText = document.forms[0].elements["ShowKey"].value;
if (cText.substr(1,2) == ":{" || cText == "NULL")
document.forms[0].elements["ShowKey"].value = "1";

cText = document.forms[0].elements["AI"].value;
if (cText.substr(1,2) == ":{" || cText == "NULL")
document.forms[0].elements["AI"].value = "1";

cText = document.forms[0].elements["LoginType"].value;
if (cText.substr(1,2) == ":{" || cText == "NULL")
document.forms[0].elements["LoginType"].value = "0";

document.forms[0].elements["LoginID"].focus();
}

<!--END: STOP REMOVING THIS CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE -->

function FormSubmit(){
document.PrevRegForm.submit();
}

</script>
</head>

<!--START: REMOVE THE FOLLOWING LINE OF CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE-->
<body onload="window_onload()" >

<!-- DELETE THIS LINE OF CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE
<body>
DELETE THIS LINE OF CODE TO CHANGE THIS LOGIN PAGE TO A LOGOUT PAGE -->
```

Logout Page Code

```
<script language="javascript">
function FormSubmit(){
document.PrevRegForm.submit();
}

function EnableButton(){
if(document.PrevRegForm.ConfirmCB.checked == true){
document.getElementById("NextBtn").disabled = false;
}
else{
document.getElementById("NextBtn").disabled = true;
}
}

function MM_openBrWindow(theURL,winName,features) { //v2.0
window.open(theURL,winName,features);
}
</script>
</head>

<body>
```

Creating the Creative Deliverables Page

Creating the Page

Step 1. Click, "File ... New" In the left column, choose "Templates" from the list below "Create new web page or blog entry for:"

Step 2. If you don't already see a list of templates available in the Templates website, click the arrow to the left of the Templates directory, then expand the 2nd "Templates" directory inside.

Step 3. Select "CreativeDeliverables_Template"

Step 4: Enter a title for your new page in the text entry box. Use the official title of the event as the page title. Make sure you follow the title with "Creative Deliverables."

Example: Agile Software Development Creative Deliverables

Step 5. After you've entered a title click "OK."

Saving Your Page to the Correct Media Group Directory

Step 1. Click the "Publish" button located at the top left of your editing window.

Step 2. A Publish New Page dialogue box will appear and the file name you give it here will be the filename of your html document.

Step 3. ALWAYS ENTER "_CD" after the filename for Creative Deliverables.

Example for the filename agilesoftwaredevelopment: agilesoftdevelopment_CD.html

Step 4. When you've entered a filename, click "Choose Folder." If you don't see the directory listed, select "Look in: Website" from the menu at the top of the dialog box.

1. Choose the appropriate media group directory for your new page, and then click "Open."
2. Click "Select [your directory]" at the bottom of the dialog box.
3. Click "Publish" and to save the file.

Making Changes and Adding the Deliverables to the Page

Step 1. Change the box labeled "Event Name."

Step 2. Click into the light gray boxes before inserting any of the deliverables inside.

1. Choose "Insert" from the top menu, "Image" or "Flash" and click "From My Computer."
2. Select the file where your image is and click "Choose." When you publish the page, its images and Flash files will be uploaded in the images directory within the media group's directory.

Step 3. Change the box labeled "Contact Person" to be the project manager for the event.

Step 4. Click "Publish" to save the file and its contents.

Step 5: Send a hyperlink of the page to the media group for review.