



User guide

Get started with Routes 360, the all-in-one platform for route development professionals

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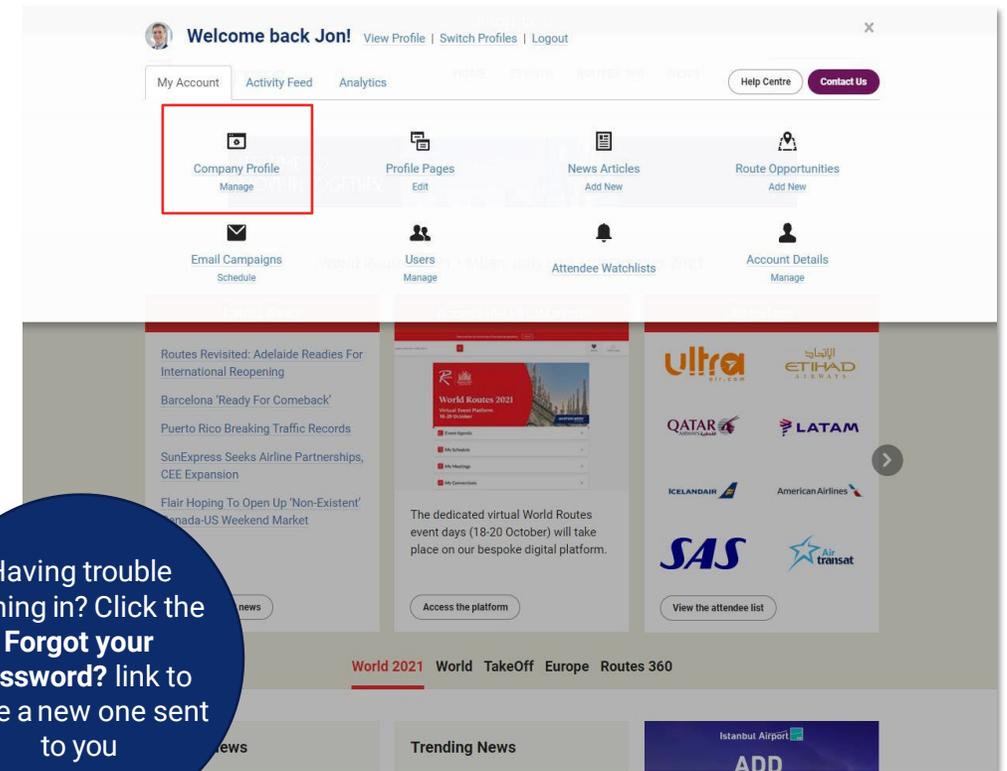
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Logging in

To start managing your company profile, [log in](#) to the website with your email address and password.

If you do not already have an account on the website, please create one [here](#), and select **request administration privileges for your organisation's profile**.

Once you have logged in, visit **My Account** and select **Company Profile** to edit and update your company details.

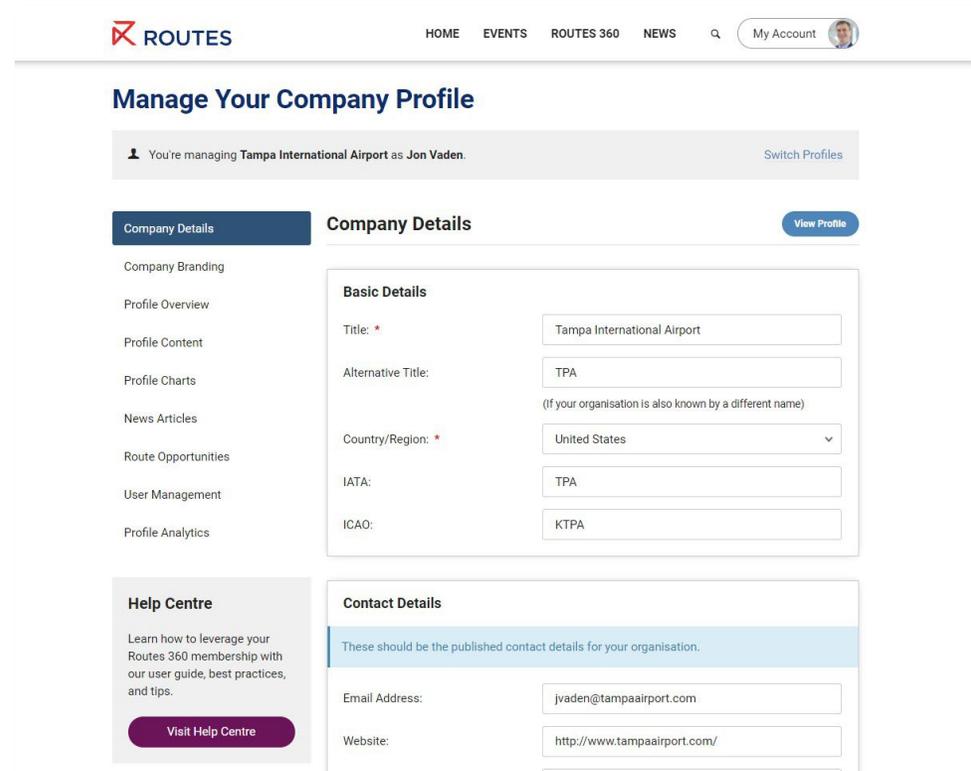


Company details

Make it easier for potential business partners to reach out to you directly by providing the most relevant and up-to-date contact details on the [Company Details](#) tab.

- **Basic Details:** Include key details such as your organisation title and location.
- **Contact Details:** Provide your organisation's primary contact details including email address, website URL and telephone number.
- **Contact Address:** Add your registered contact address.

After you have filled in your organisation's details, click **Update** to ensure your changes are saved.

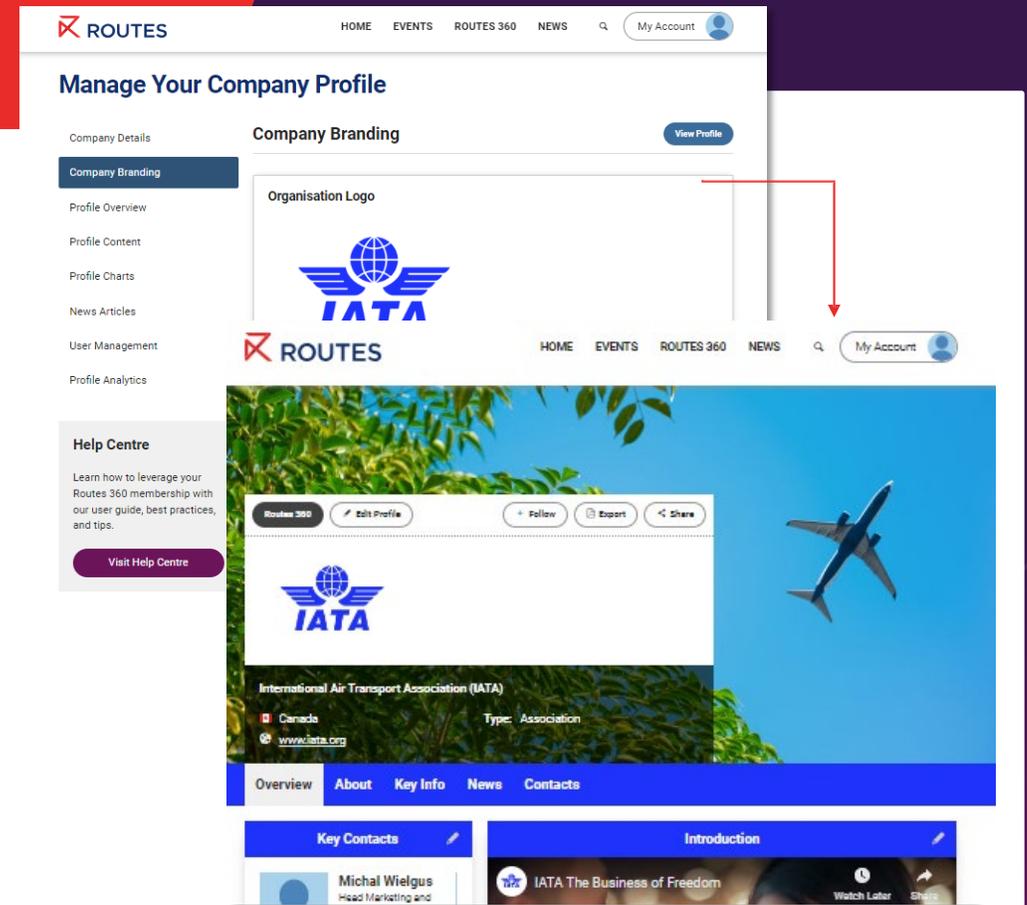
A screenshot of the 'Manage Your Company Profile' page in the Routes 360 system. The page is for 'Tampa International Airport' and is managed by 'Jon Vaden'. It features a navigation menu on the left with options like 'Company Branding', 'Profile Overview', and 'Company Details' (which is selected). The main content area is divided into 'Basic Details' and 'Contact Details' sections. The 'Basic Details' section includes fields for 'Title' (Tampa International Airport), 'Alternative Title' (TPA), 'Country/Region' (United States), 'IATA' (TPA), and 'ICAO' (KTPA). The 'Contact Details' section includes fields for 'Email Address' (jvaden@tampaairport.com) and 'Website' (http://www.tampaairport.com/). A 'Visit Help Centre' button is located at the bottom left of the page.

Company branding

Differentiate your organisation by customising your profile. To get started, navigate to the [Company Branding](#) tab.

- **Brand Colour:** Use the colour picker or enter your hex code to establish your brand and attract users to your page.
- **Organisation Logo:** Upload a high-quality logo. In addition to being shown on your company profile, this will be displayed on an attendee list once you confirm your place at a Routes event.
- **Profile Background:** Add a high-quality, background image to help capture the feel of your organisation. We recommend using an image sized 1040x500 pixels.

Click **View Profile** to preview your live edits.

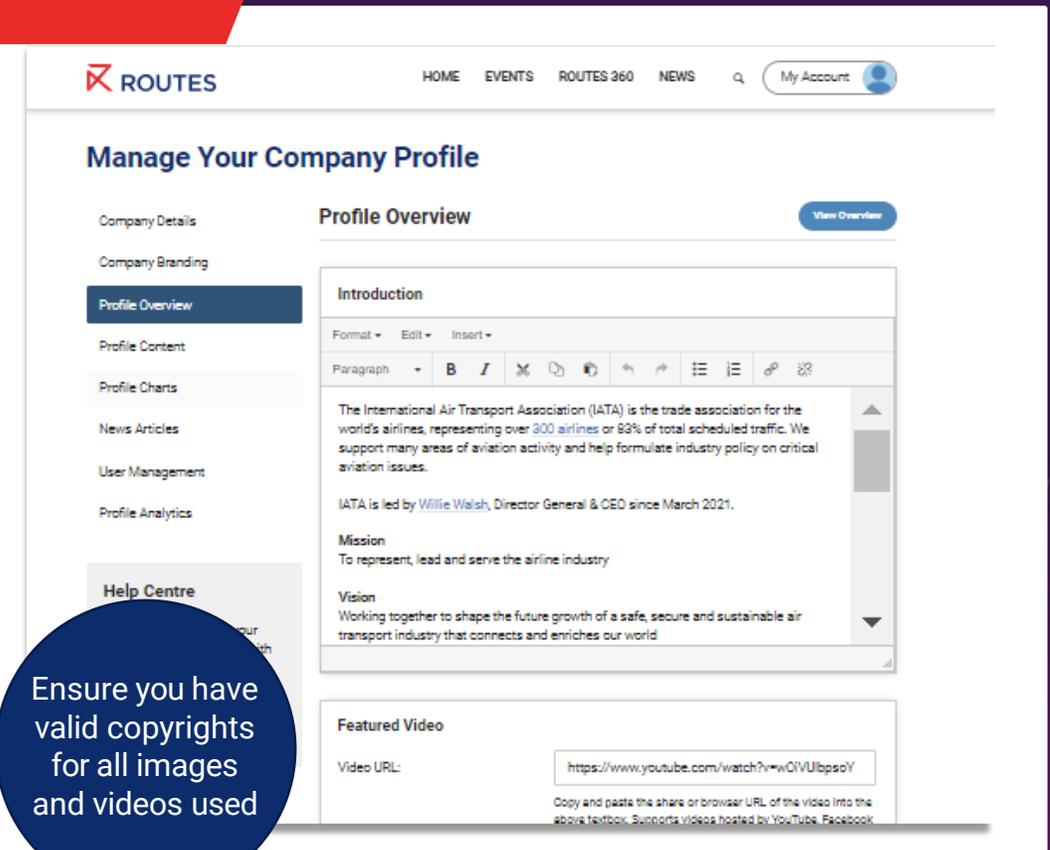


The screenshot displays the 'Manage Your Company Profile' interface on the Routes 360 platform. The 'Company Branding' tab is selected in the sidebar. The main content area shows the 'Organisation Logo' section, which currently displays the IATA logo. A red arrow points from the 'View Profile' button in the top right corner to a preview window. The preview window shows a live view of the company profile on the Routes 360 platform, featuring the IATA logo, name, location (Canada), and a background image of an airplane.

Profile overview

Help potential industry partners understand your organisations mission, purpose, values and more by providing a summary on [Profile Overview](#).

- **Introduction:** This will be the first touchpoint for anyone visiting your profile. Try to keep this section concise, and ensure main points are at the top.
- **Featured Video:** Copy and paste the URL from an existing video hosted on YouTube, Facebook, or Vimeo.
- **Facts and Figures:** Optimise your profile by adding facts and figures within your introduction. Edit your text or add a table to ensure these stand out.
- **Add your social media profiles:** Encourage visitors to engage further with your organisation. Add your social links and the corresponding icon will display on your profile.



Ensure you have valid copyrights for all images and videos used

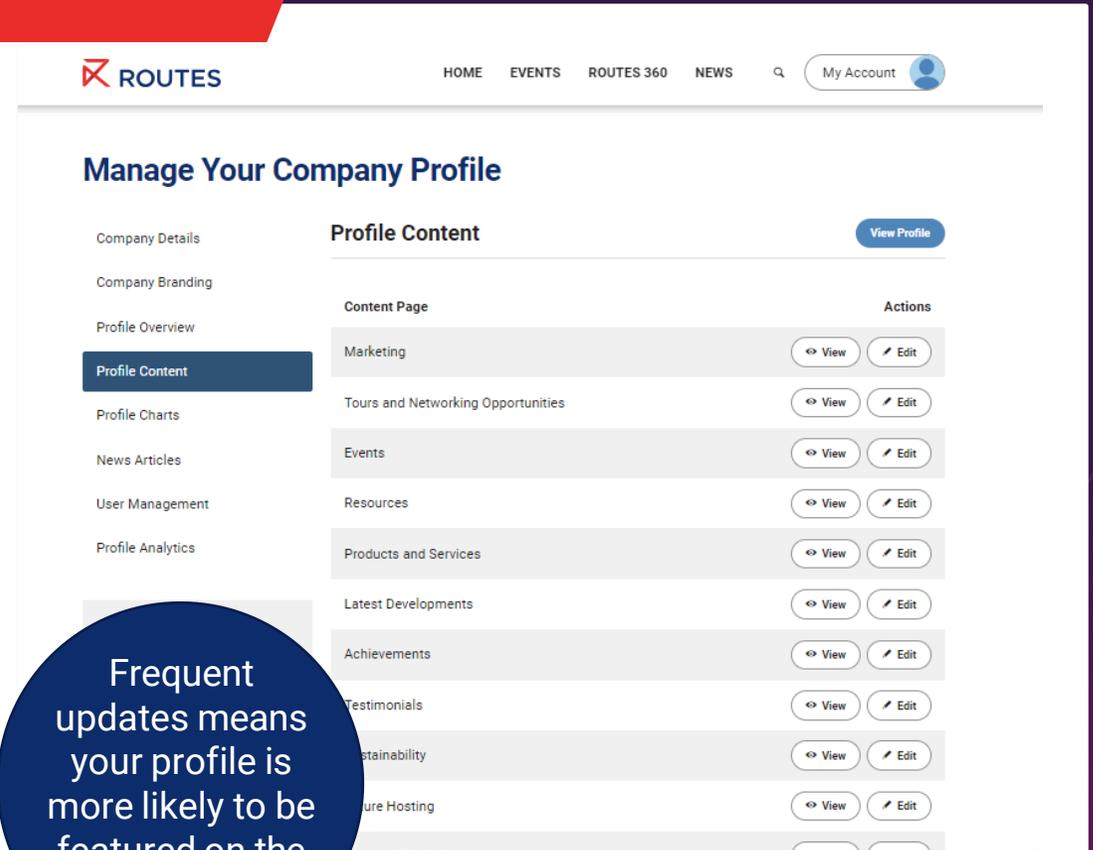
Profile content

Provide a central source of information for potential business partners to further understand why they should be working with you.

We recommend firstly considering what content you have readily available, and which information clearly showcases how your product or service will benefit potential business partners.

To bring up a full list of available pages, navigate to the **Profile Content** tab. Click  **Edit** to add and format content or upload supporting PDFs, spreadsheets, images or word documents.

View your live your edits by clicking  **View**.



Manage Your Company Profile

Company Details
Company Branding
Profile Overview
Profile Content
Profile Charts
News Articles
User Management
Profile Analytics

Profile Content [View Profile](#)

Content Page	Actions
Marketing	View Edit
Tours and Networking Opportunities	View Edit
Events	View Edit
Resources	View Edit
Products and Services	View Edit
Latest Developments	View Edit
Achievements	View Edit
Testimonials	View Edit
Sustainability	View Edit
Image Hosting	View Edit

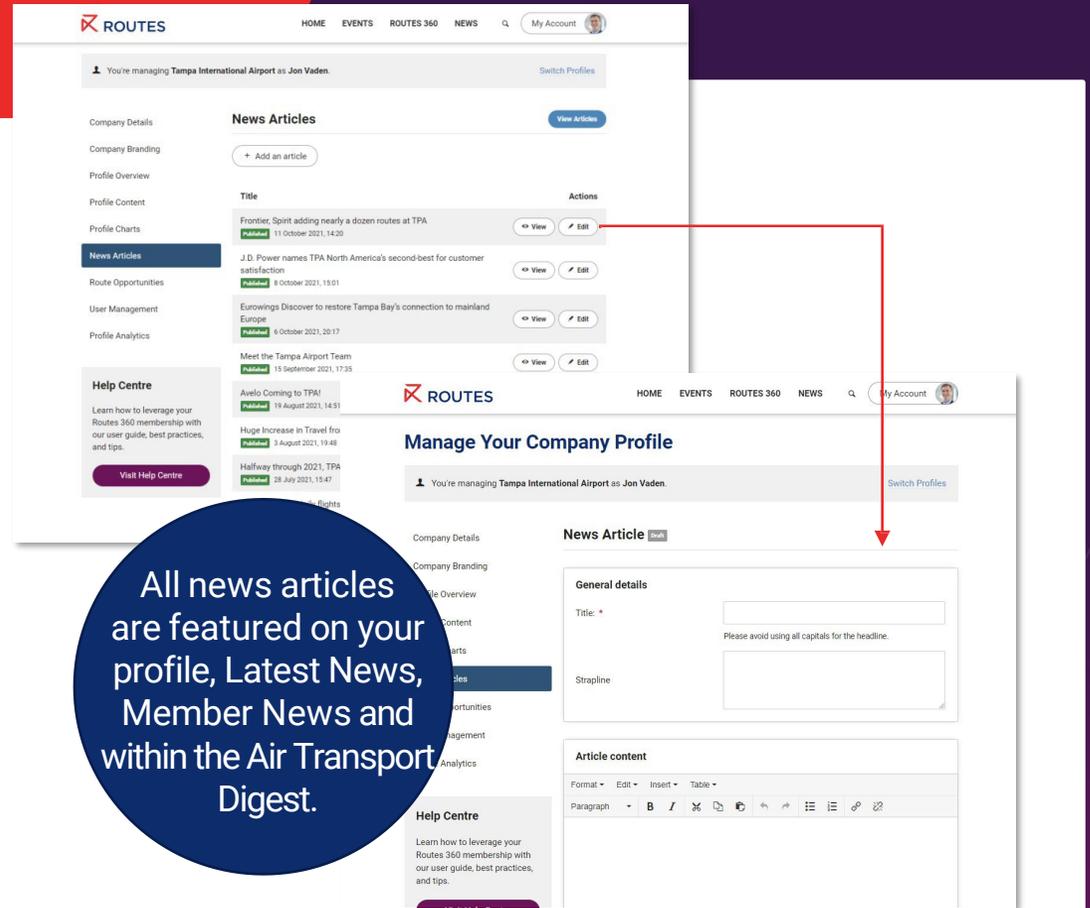
Frequent updates means your profile is more likely to be featured on the homepage

Uploading news articles

Effectively communicate your organisation's products, services, achievements, initiatives or press releases with unlimited news articles.

On the [New Articles](#) tab, click **+ Add an article**. Once you have uploaded an image to support your post, click **Publish** or **Save as Draft** to edit at a later time.

Use the **Publish From** date picker to schedule when news articles are published.



News Articles

Title	Actions
Frontier, Spirit adding nearly a dozen routes at TPA <small>Published 11 October 2021, 14:20</small>	View Edit
J.D. Power names TPA North America's second-best for customer satisfaction <small>Published 8 October 2021, 15:01</small>	View Edit
EuroWings Discover to restore Tampa Bay's connection to mainland Europe <small>Published 6 October 2021, 20:17</small>	View Edit
Meet the Tampa Airport Team <small>Published 15 September 2021, 17:35</small>	View Edit
Avelo Coming to TPA! <small>Published 19 August 2021, 14:51</small>	View Edit
Huge Increase in Travel from <small>Published 3 August 2021, 19:48</small>	View Edit
Halfway through 2021, TPA <small>Published 23 July 2021, 15:47</small>	View Edit

Manage Your Company Profile

News Article Draft

General details

Title: *

Please avoid using all capitals for the headline.

Strapline

Article content

Format - Edit - Insert - Table -

Paragraph - B I U [Link] [Image] [List] [Table] [Tablet] [Mobile]

All news articles are featured on your profile, Latest News, Member News and within the Air Transport Digest.

Managing users

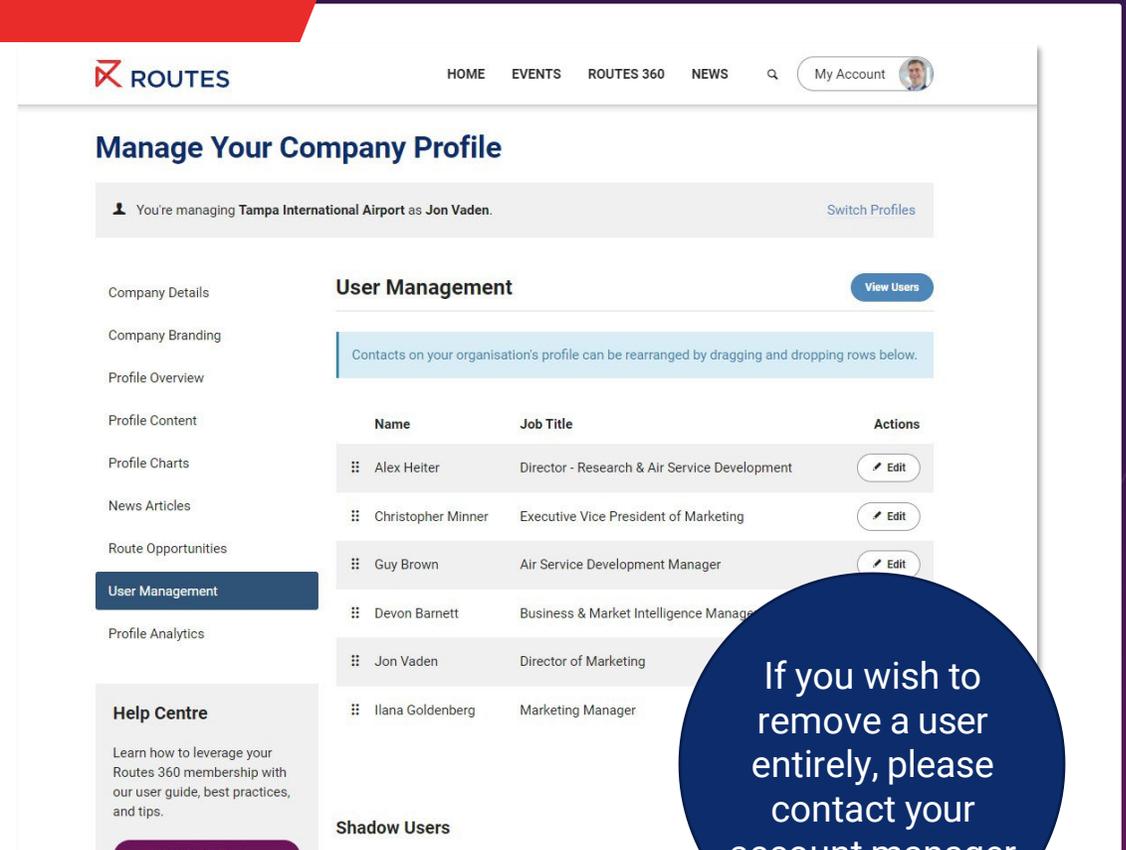
Provide potential industry partners with a list of key contacts from your organisation, on a single platform.

Ensure that your users have an account and are affiliated with your company.

You can manage your organisation's users on the [User Management](#) tab.

Click  **Edit** to manage each users' permissions or drag contacts to reorder them by prominence or relevancy.

Ensure users are opted-in to receive email campaigns for latest incentives and Routes 360 benefits.



Routes 360 navigation: HOME, EVENTS, ROUTES 360, NEWS, My Account

Manage Your Company Profile

You're managing Tampa International Airport as Jon Vaden. [Switch Profiles](#)

- Company Details
- Company Branding
- Profile Overview
- Profile Content
- Profile Charts
- News Articles
- Route Opportunities
- User Management**
- Profile Analytics

User Management [View Users](#)

Contacts on your organisation's profile can be rearranged by dragging and dropping rows below.

Name	Job Title	Actions
Alex Heiter	Director - Research & Air Service Development	Edit
Christopher Minner	Executive Vice President of Marketing	Edit
Guy Brown	Air Service Development Manager	Edit
Devon Barnett	Business & Market Intelligence Manager	
Jon Vaden	Director of Marketing	
Ilana Goldenberg	Marketing Manager	

Shadow Users

Help Centre
Learn how to leverage your Routes 360 membership with our user guide, best practices, and tips.

If you wish to remove a user entirely, please contact your account manager

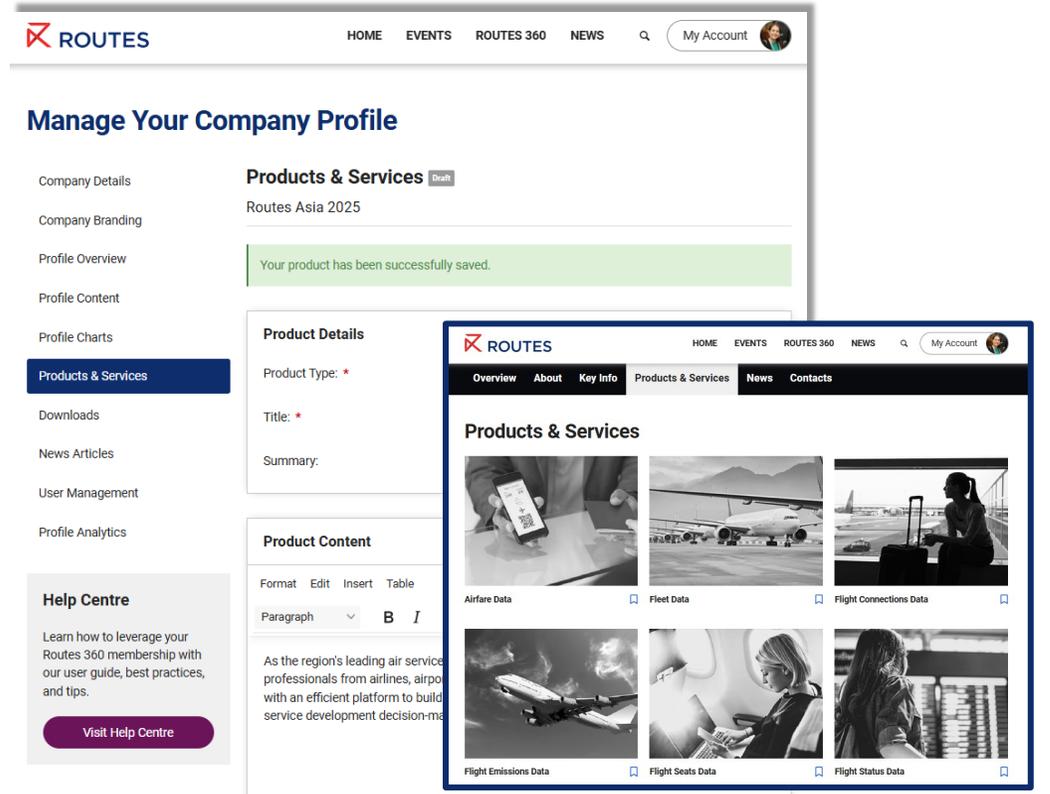
Uploading Products & Services

Generate high-quality leads on a platform where potential clients and key target organisations engage everyday.

Navigate to your **Products & Services section**, click '+ Add a Product'. From here, you can select the product type, add relevant links, upload media assets and more.

Any imagery included should be a minimum of 600px wide in a 3:2 ratio.

Each item you upload will have individual lead capture webpages which once filled in will send enquiries direct to your profile administrator's inbox.



The screenshot displays the 'Manage Your Company Profile' interface on the Routes 360 platform. The main navigation bar includes 'HOME', 'EVENTS', 'ROUTES 360', 'NEWS', and a search icon, along with a 'My Account' link and profile picture. The left sidebar lists various profile management options: 'Company Details', 'Company Branding', 'Profile Overview', 'Profile Content', 'Profile Charts', 'Products & Services' (highlighted), 'Downloads', 'News Articles', 'User Management', and 'Profile Analytics'. Below this is a 'Help Centre' section with a 'Visit Help Centre' button.

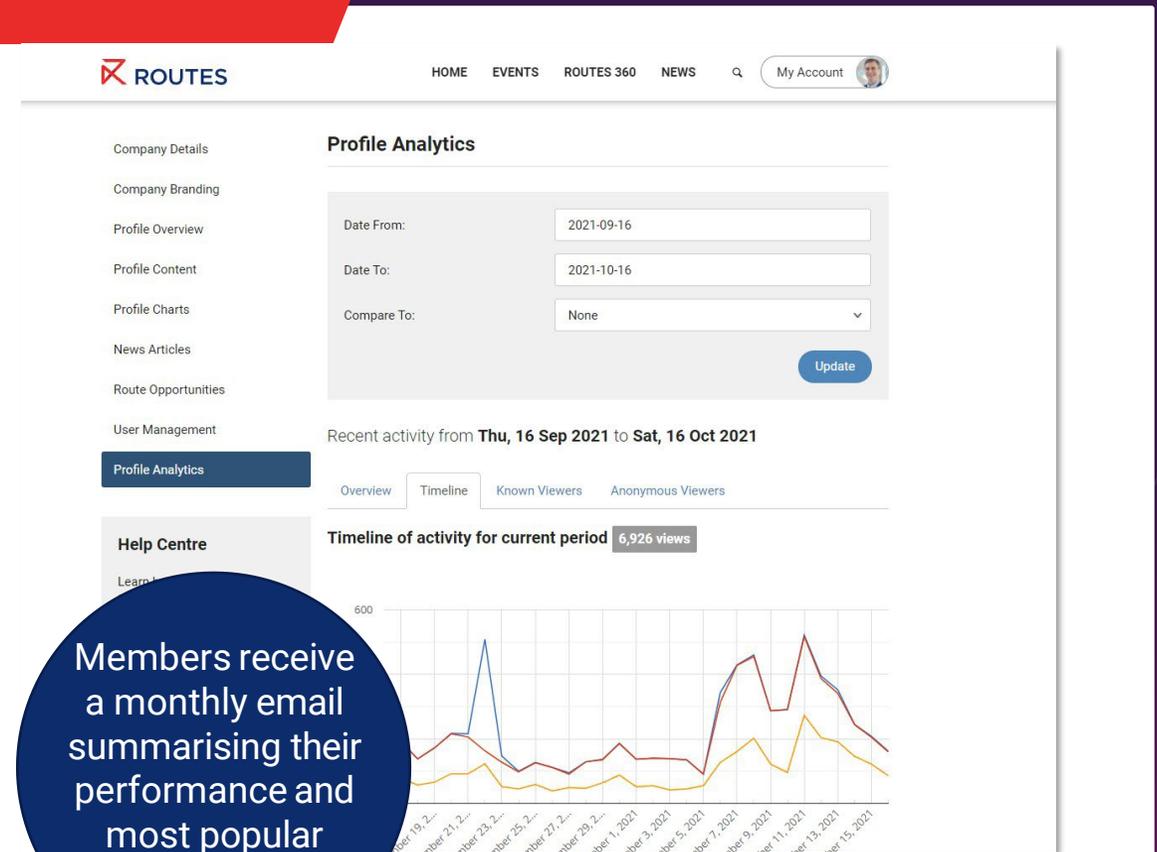
The main content area is titled 'Manage Your Company Profile' and shows the 'Products & Services' section. A green notification banner states 'Your product has been successfully saved.' The 'Product Details' section includes fields for 'Product Type', 'Title', and 'Summary'. The 'Product Content' section features a rich text editor with options for 'Format', 'Edit', 'Insert', and 'Table', and a 'Paragraph' dropdown menu. Below the editor, there are six data visualization cards: 'Airfare Data', 'Fleet Data', 'Flight Connections Data', 'Flight Emissions Data', 'Flight Seats Data', and 'Flight Status Data'. An inset window shows a preview of the 'Products & Services' webpage, which includes a navigation menu with 'Overview', 'About', 'Key Info', 'Products & Services', 'News', and 'Contacts', and a grid of images and data cards.

Monitoring performance

In-depth analytics help you understand which of your target organisations are interacting with your content, news, and brand.

Use the [Profile Analytics](#) tab to compare key metrics and trends across different date ranges

- **Overview:** View a snapshot of the pageviews, visitors, contribution, audience share and overall profile ranking among other Routes 360 profiles.
- **Timeline:** Visualise trends in user engagement and profile views.
- **Known viewers:** See which organisations are viewing and engaging with your profile and content.
- **Anonymous viewers:** Gain a deeper understanding of where anonymous viewers are from.



Leveraging email campaigns

Directly reach your target audience with up to 3 bespoke email campaigns each year.

- **Step 1:** Provide the text and images or HTML content to marketing, select your target audience and distribution date.
- **Step 2:** Our team will build your customised email and deliver it to your segmented audience.
- **Step 3:** Once your email has been delivered, we will provide you with an in-depth report on the campaign's performance.

To schedule your campaign, please contact Routes360@informa.com.

Segment your audience by organisation type, seniority, geography or attendees or event attendance

