



ALLIANCE NEWSROOM & CALENDAR GUIDE

www.AllianceNewsroom.com

The **Alliance Newsroom** is a hub for timely information about the Alliance and its investors.

As an investor, you may share accolades, milestones, new products and services, and accomplishments here — and we regularly peruse the submissions for potential inclusion in our Daily Brief e-newsletter. Upon submission, your news story appears at the top of the Investor News section. When readers click on the headline, a hyperlink brings them to your full feature story. With each new submission, your story will cycle down the list of news items and then into a permanent and searchable archive.

Investors are also able to post events on the Alliance **Events Calendar**. Read on for instructions.

Posting Articles in the Investor News Area: Step-by-Step Instructions

The screenshot shows the Alliance Newsroom homepage. At the top, there is a navigation bar with links for HOME, JOIN US, MEMBER LOGIN, ABOUT, EVENTS, BLOG & VLOG, and CONTACT. Below the navigation bar, there is a search bar and a 'Submit Investor News' button circled in red. The main content area features a 'TODAY'S TOPIC' section with the headline 'ADVOCACY ALERT: MetroHartford Alliance Statement on the Connecticut State Budget'. Below this, there are sections for 'Alliance News' and 'Investor News', each with a featured article. A 'Calendar of Events' for June is also visible, showing dates from Sunday to Saturday. At the bottom, there is a 'Featured Videos' section with a video player.

The screenshot shows the 'Submit Investor News' form. At the top, there is a navigation bar with links for HOME, JOIN US, MEMBER LOGIN, ABOUT, EVENTS, BLOG & VLOG, and CONTACT. Below the navigation bar, there is a search bar and a 'Submit Investor News' button. The main content area features a 'Submit Investor News' form with fields for 'Email' and 'Member ID', and a 'Submit' button. Below the form, there are 'Guidelines for Submitting Investor News' and a 'Calendar of Events' for June. At the bottom, there is a 'Featured Videos' section with a video player.

Go to www.metrohartford.com/newsroom.

1. In the top right corner of the page underneath the menu bar, or at the bottom of the Investor News column, click the **Submit Investor News** button.
2. Review the Guidelines for Submitting Investor News.
3. Enter your e-mail address and your Alliance member ID number, and click **Submit**.

Questions or problems with the Newsroom?
Please contact Barbara Glassman Dell at
(860) 525-4451 ext. 238 or e-mail her at
bgdell@metrohartford.com.

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Posting Articles in the Investor News Area continued...

3. Enter your name, e-mail and the formal name of your company in the appropriate fields.
4. In the **Type of Investor News** field, select your company's membership category (i.e. Hartford Investor, Regional Investor, Municipal Investor, Strategic Partner or Leadership Investor) from the dropdown menu.
5. In the next **Type of Investor News** field, select the type of news you are submitting from the dropdown menu (i.e. Accolades, Personnel Announcements, New Product/Service, etc.).
6. Type a headline for your story in the Headline field. *Note: Copying and pasting text directly from a Microsoft Word document into the submission form may lead to unwanted formatting. It's best to paste your text into a Notepad application first, then copy and paste it into the form.*
7. In the **Summary** field, type in a brief "teaser" for your news feature. It will appear below the headline in the Investor News section. If you don't enter anything here, only the headline to your story will appear.
8. In the **Body Copy** field, type or paste in your entire article. This section allows articles up to 800 words. You do have some minor formatting options.
9. Click the **Submit** button to complete your submission.

The screenshot shows the 'Submit Investor News' form on the Hartford Alliance website. The form is titled 'Submit Investor News' and includes the following fields:

- Name:** A text input field.
- Email:** A text input field.
- Company Name:** A text input field.
- Type of Investor News:** A dropdown menu with 'Hartford Investor' selected.
- Type of Investor News:** A dropdown menu with 'Accolades' selected.
- Headline:** A text input field.
- Summary:** A text input field.
- Body Copy:** A large text area for the main article content.

At the bottom of the form is a blue 'Submit' button. Below the form, there is a section titled 'Guidelines for Submitting Investor News' with several bullet points. To the right of the form, there is a 'Calendar of Events' and a 'Featured Videos' section.

THINGS TO REMEMBER

- *Include an e-mail in case someone wants to contact you.*
- *Include your website URL in case someone wants to read more about your company.*
- *Mention whether your company is on Facebook, LinkedIn or other social media outlets in case someone wants to follow you.*

Questions or problems with the Newsroom?

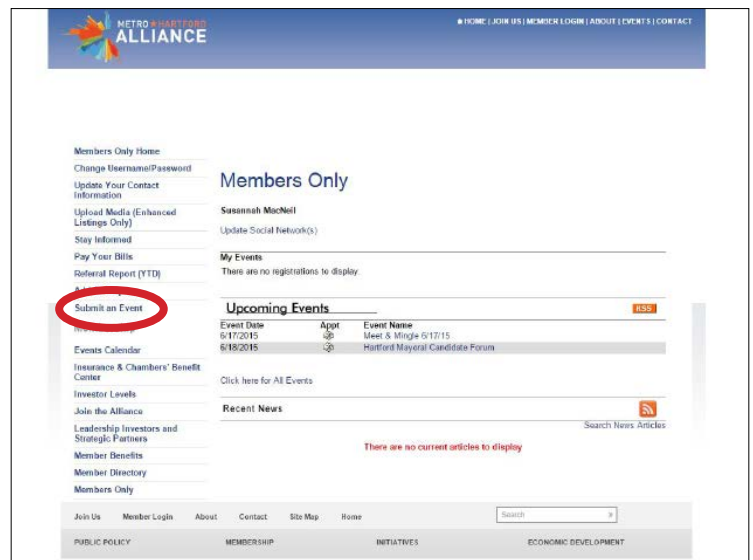
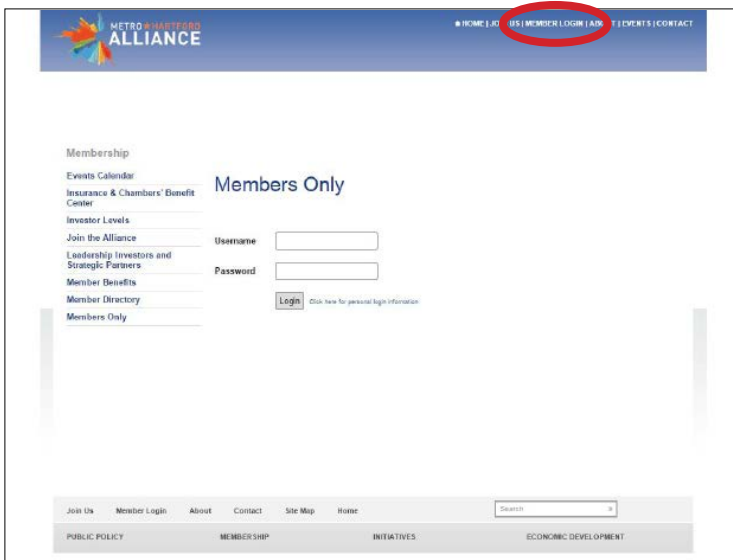
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Posting an Event in the Events Calendar: Step-by-Step Instructions



Go to www.metrohartford.com.

1. Click on **Member Login** in the banner at the top of the page.
2. Enter your **username** and **password**. (Your default username is your email address, and your default password is your company's member ID number.) Then click the **Login** button.

3. In the left navigation bar, click **Submit an Event**.

Questions or problems with the Events Calendar?
Please contact Jen Proto at (860) 525-4451 ext. 240
or e-mail her at jproto@metrohartford.com.

Posting an Event in the Events Calendar continued...

Fill out all of the fields provided:

4. Enter your name, phone number and email address, as well as the name of the event. *Your personal information is for the Alliance and will not be displayed publicly.*
5. Select “Member” in the **Event Type** dropdown menu.
6. Enter the **Start Date** and **End Date** in MM/DD/YYYY format. If the event occurs on one day only, enter the same date in both fields.
7. Enter the **Start Time** and **End Time**.
8. Enter details about the event — such as guest speakers, refreshments and admission price if any — in the **Event description** box. This is your opportunity to pique readers’ interest in your event.
9. Include an email address where the Alliance team may contact you with questions.
10. Include relevant information about the **Location/Directions**, such as landmarks and parking availability.
11. Enter the physical address, city, state, and Zip code.
12. Include a phone number for readers’ questions about the event.
13. If you have a special URL set up for registration (e.g. using EventBrite or other event management software), enter it in the **Special Registration URL** field.
14. You may ignore the **Overriding Weather Information Link** and **Overriding Map Link** fields.
15. If there is a related URL other than the registration URL, enter it in the **Related Website** field.
16. Click **Submit Event**. The Alliance team will review your submission and post it, or they will contact you with questions.

The screenshot shows the 'Submit an Event' form on the MetroHartford Alliance website. The form is titled 'Submit an Event' and is divided into several sections. On the left, there is a sidebar with a 'Member Only Area' and a 'Change Information/Password' link. The main form area contains fields for 'Event Name', 'Event Type' (a dropdown menu), 'Start Date', 'End Date', 'Start Time', and 'End Time'. Below these are fields for 'Event Description', 'Event Location', 'City', 'State', 'Zip', and 'Phone Number'. There are also fields for 'Special Registration URL', 'Overriding Weather Information Link', 'Overriding Map Link', and 'Related Website'. At the bottom of the form are 'Submit Event' and 'Cancel' buttons.

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