

Co-op Portal | How-To Documentation

Below is a step-by-step guide for how to navigate Travel Wisconsin's Co-op Portal.

This documentation covers how to register for the portal, how to register for available programs and troubleshooting.

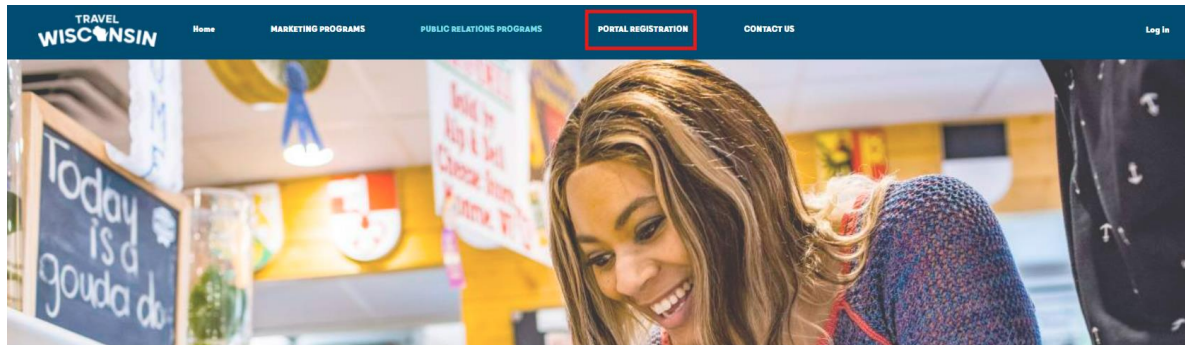
- [Register for the Co-op Portal](#)
- [Troubleshooting Registration Issues](#)
- [Access or Update your Profile Information](#)
- [Register for a Program Offering](#)

Register for the Co-op Portal

1. **Launch the Co-op Portal URL** - <https://travelwisconsin.my.site.com/cprograms/s/>

While we encourage you bookmark this link you'll also find the portal linked on the [Industry.TravelWisconsin.com Co-op Program landing page](#).

- a. On the page, click on the **Portal Registration** menu option, in the blue navigation bar at the top of the page.



Travel Wisconsin Co-op Programs

- b. To register for the Co-op Portal, fill in all fields on the right (as shown below).

 A screenshot of the 'Co-op Portal Registration' form. The form is titled 'Co-op Portal Registration' and includes instructions for registration. On the right side, there are several input fields for registration: Business Name, First Name, Last Name, Email, Password, and Confirm Password. Each field has a red outline and a red error message. At the bottom right, there is a 'Sign Up' button.

Co-op Portal Registration

Register to access the Travel Wisconsin Co-op Portal

Join by filling out the one-time registration form. Once you successfully register you will be automatically signed in for the first time and will receive an email with instructions for portal access in the future.

Registering gives you access to sign up for Travel Wisconsin's Co-op programs.

All fields are required. Passwords must be at least 8 characters and include a number and a special character.

For any error messages, please contact Melissa Sabel, msabel@travelwisconsin.com

* Business Name

Please enter a Business Name

* First Name

Please enter a First Name

* Last Name

Please enter a Last Name

* Email

Please enter an email address

* Password

Please enter a password

* Confirm Password

Please confirm your password

Sign Up

i. Registration Fields

1. **Business Name** – provide the name of the business or organization that you'll be registering for Co-op programs for.
2. **First Name** – provide your first name.
3. **Last Name** – provide your last name.

4. **Email** – share your email address which should be associated with your Co-op registrations. This will be the primary method of communication for all Co-op details.
 5. **Password** – create a password for the Co-op Portal.
 - a. It must contain:
 - i. At least 8 characters
 - ii. At least one number
 - iii. And a special character
 6. **Confirm Password** – this must match with your original password field to continue.
 7. **Sign-up Button** – once complete, select ‘Sign Up’ to register.
- c. **Once registration is complete, you’ll be redirected to the Home page.** You’ll see your name and associated business/organization in the upper right.



Troubleshooting Registration Issues

If you get any other errors during the registration process, please contact Melissa Sabel, msabel@travelwisconsin.com.

1. If you see the error: **There is already an account using this email.**

Co-op Portal Registration

Register to access the Travel Wisconsin Co-op Portal

Join by filling out the one-time registration form. Once you successfully register you

All fields are required. Passwords must be at least 8 characters and include a number and a special character.

For any error messages, please contact Melissa Sabel, msabel@travelwisconsin.com

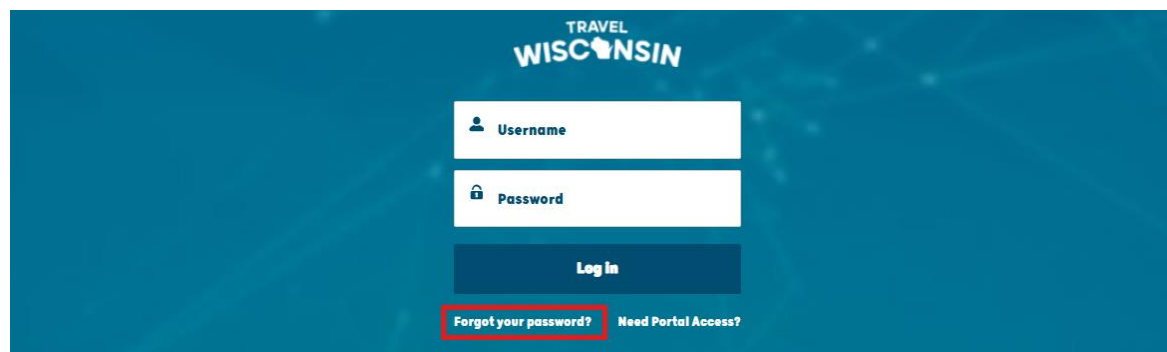
There is already an account using this email. Please choose a unique email or login with existing credentials.

- a. Click **Log in** in the upper right.

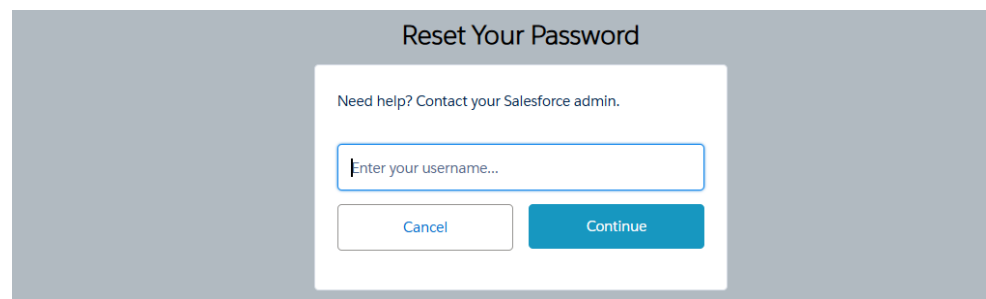


Co-op Portal Registration

- b. Click **'Forgot your password'** on the bottom left.



- c. Then, follow the prompts to reset your password.
 - i. **When asked for your username**, enter **your email address**.
 - ii. Then, **click Continue**.



- iii. The system will send you an email (to the email address provided as your username) with a link to reset your password.

We've sent you an email with a link to finish resetting your password.

Can't find the email? Try checking your spam folder.

If you still can't log in, have us [resend the email](#) or contact your administrator.

[Return to Login](#)

- iv. Next, open your email and **watch for an email from coop@travelwisconsin.com**. The email will include a link to reset your password.

- v. **Click the link in the email**, to load the password reset screen.

Let's get you set up with a new password.

[Reset Password](#)

- vi. **Complete the fields** to reset your password, using 8 characters including one letter, one number and one special character.

Change Your Password

Enter a new password for **msabel743@gmail.com**.

Make sure to include at least:

- ☐ 8 characters
- ☐ 1 letter
- ☐ 1 number
- ☐ 1 special character ⓘ

* New Password

* Confirm New Password

*=required

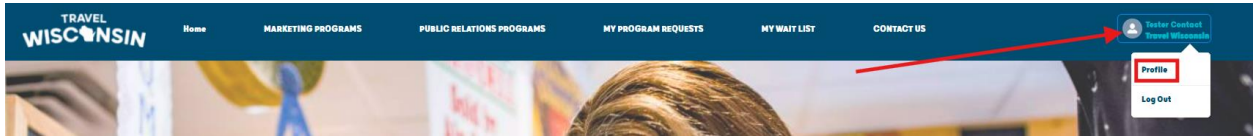
[Change Password](#)

Password was last changed on 7/28/2025, 10:55 PM.

- vii. Then, **click Change Password**.
- viii. It should log you in to the Co-op Portal to access the information.

Access or Update your Profile Information

1. Once logged in to the portal, **click on the contact icon and name** in the upper right. Then, **click ‘Profile’**



2. Your **Profile Information** will display as a view-only default.

- a. **To edit** your name, email or title, **click ‘Edit Profile’ on the upper right**. This will display editable text fields for each option displayed. **When your changes are complete, click the ‘Save Profile’ button** on the bottom left.

- b. Need to edit your business or organization name? Contact Melissa Sabel, msabel@travelwisconsin.com
- c. You can also **change your password** from this screen, using the ‘Change Password’ button on the upper right.

Tester Contact Travel Wisconsin

Edit Profile

Change Password

Profile Information

- d. Then, simply **add your new password** and confirm it in the second field. **When you are done, click Save Password.**

TRAVEL WISCONSIN Home MARKETING PROGRAMS PUBLIC RELATIONS PROGRAMS MY PROGRAM REQUESTS MY WAIT LIST CONTACT US Tester Contact Travel Wisconsin

Tester Contact Travel Wisconsin Edit Profile Change Password

Profile Information

First Name *
First Name for
Tester

Email *
Email address
jvasquez@

Change Password

* All fields are required. Passwords must be at least 8 characters in length and include letters, numbers and special characters.

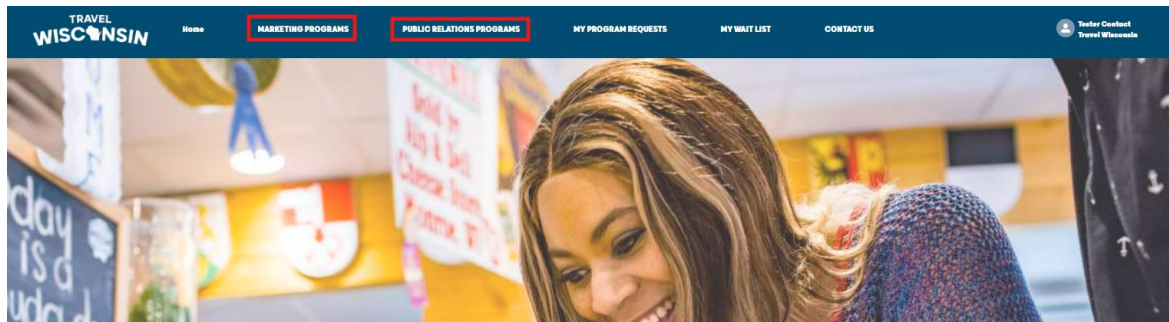
New Password *
Type in your new password. You will have to re-type it to confirm.

Confirm Password *
Confirm your new password by typing it again. It must match the new password you entered above.

Save Password Close

Register for a Program Offering

1. Log in to the Co-op Portal, <https://travelwisconsin.my.site.com/cprograms/s/>
2. Then, select the desired program area in the top menu, either Marketing or Public Relations. (Note – Group Travel offerings will appear under Marketing.)



3. The next page will display all available program types within that section. You'll see the **program name in blue**, followed by a brief description and a link to view available programs.
 - a. To continue, select **>>View Available Programs** for the program type of your choice.

Public Relations Programs

- Broadcast + Media Training**
Reach your targeted regional audiences via broadcast or podcast segments that showcase your destination through authentic editorial content! Opportunities vary from radio and podcasts to TV features.
[»View Available Programs](#)
- Deskside Appointments+Virtual Immersion**
Engage directly with top-tier media in Chicago! During this time, you can share story ideas, updates and news from your destination.
[»View Available Programs](#)
- Destination Immersion + PR Consult**
Host the members of the PR team for an in-person destination immersion to support story ideation that will inform the team's pitching and media FAM efforts.
[»View Available Programs](#)
- Individual Familiarization Trips**
Host a journalist in your destination with the goal of earned media coverage.
[»View Available Programs](#)
- Social Media Content Creator Program**
Host a social media content creator in your destination to create authentic content that reaches their engaged audience.
[»View Available Programs](#)
- Virtual Destination**
The Virtual Destination is an opportunity to educate our pitching team with key information about your destination or offering
[»View Available Programs](#)

4. The program landing page will include a collection of all available placements within that category. Each block represents a specific placement. You'll see the **program placement in blue**, followed by a brief description, program start date, cost and a link to view specific program details.

- a. To continue, select [View Program Details](#) for the program of your choice.

Social Media Content Creator Program (4)

[Back to Program Category](#)

Family Fun - Tier 1

Let's work together to bring a social media content creator to your destination. We will thoroughly vet in-demand creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. We will guide you through the partnership, and our goal is to help achieve reach and engagements above industry standards as we increase awareness for your destination through social media content.

Program Start: May 4, 2026

\$10,000.00 [View Program Details](#)

Family Fun - Tier 2

Host a social media content creator in your destination to create authentic content that reaches their engaged audience. We will find content creators who are experts at showcasing shared moments of joy with their families.

Types of families will vary, from two to five total members. 40-150k followers

Program Start: May 4, 2026

\$5,000.00 [View Program Details](#)

5. The program details page will share all important considerations, including;
- Program cost
 - Program details
 - What partners are responsible for providing
 - Reservations reminder
 - Invoicing details
 - Link to the Program Sell Sheet (in the upper right corner)

[Back to List](#)

[Request Program](#)

Family Fun - Tier 1

[Program Sell Sheet](#)

Program Cost: \$10,000

Thank you for your interest in the **Content Creator Co-op with Travel Wisconsin**. Many offerings are limited and available on a first-come, first-served basis. Upon completion of this form, you will receive an email acknowledging your submission. Then, you will receive follow up to inform you if your submission has been accepted based on availability and eligibility. **Please note, this form is not a final contract. All participation is subject to Travel Wisconsin approval.**

Program Details

The program is limited to 2 partners per season. Participants in this program will work directly with Turner to execute the program.

Partners will be responsible for:

- Participation in one 1-hour exploratory call to discuss target creators, FAM activities and the overall process of the program.
- Partner will handle coordinating itinerary activities, lodging, meals, any gifts and all other on-the-ground expenses.
- The partner must host the social media content creator for a minimum of two full days.

Reservations are reviewed on a first-come, first-served basis and are required by December 1, 2025 for 2026 offerings.

Invoices will be sent by Turner PR directly to the participating partner.

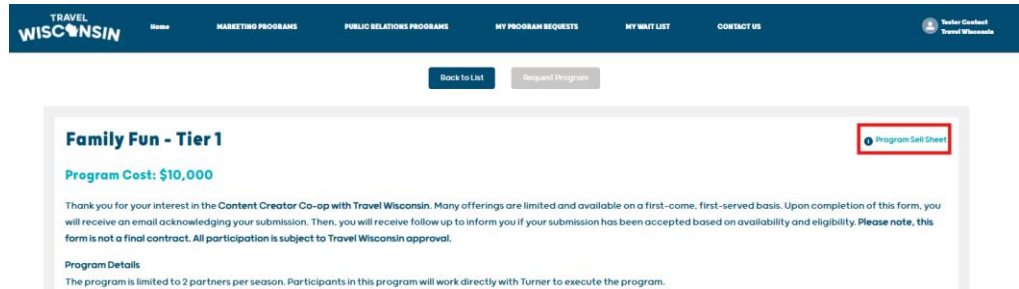
Select a Program Season

Select a Program Season to enable Program Request button

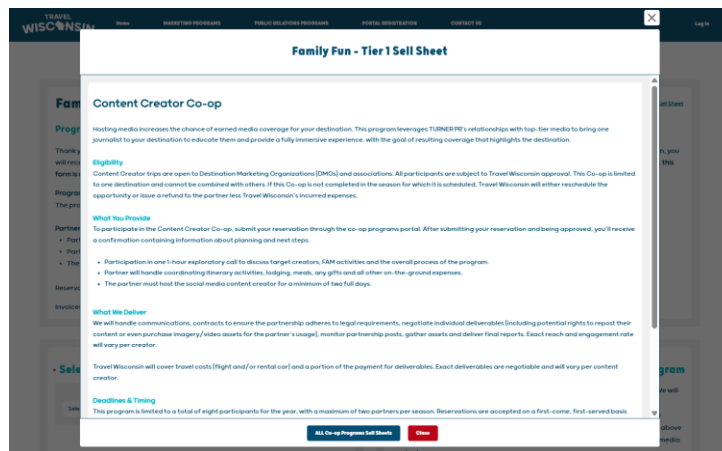
Public Relations: Social Media Content Creator Program

Let's work together to bring a social media content creator to your destination. We will thoroughly vet in-demand creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. We will guide you through the partnership, and our goal is to help achieve reach and engagements above industry standards as we increase awareness for your destination through social media content.

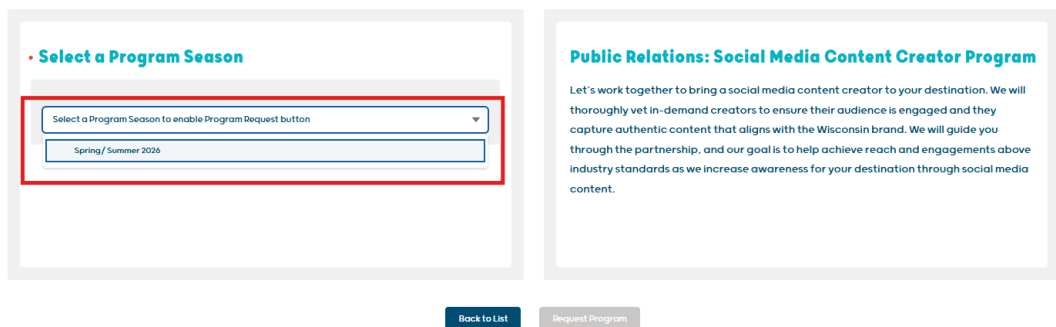
- i. The **Program Sell Sheet** Link in the upper right corner will open a new lightbox overlay.



- ii. After clicking **Program Sell Sheet**, the overlay displays the information shared on the sell sheet for that program, including additional details and a link to the entire sell sheet at the bottom, using the button 'ALL Co-op Programs Sell Sheet'. To close the window, click the X (top right) or the close button (in red at the bottom).



- g. To submit a reservation request for this program, **select the applicable program season or run date, in the lower left box on the program details page.** There may be additional details to select, including specific season or theme, in this section.



- h. **Select the program season or date (and other additional details as applicable),** in the box on the lower left of the page. This will then allow you to select the ‘Request Program’ button on the lower right.

Program Season: Spring/ Summer 2026

Change Program Season
Spring/ Summer 2026

Public Relations: Social Media Content Creator Program

Let's work together to bring a social media content creator to your destination. We will thoroughly vet in-demand creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. We will guide you through the partnership, and our goal is to help achieve reach and engagements above industry standards as we increase awareness for your destination through social media content.

Back to List Request Program

i. **PLEASE NOTE:**

1. *If you are not logged in, you will not be able to request a program. The Request Program button only appears for users with a valid log-in.*
 2. *If the inventory for the program is already at capacity, you'll see an 'Add to Waitlist' button instead of 'Request Program'.*
- i. After hitting ‘Request Program’, a pop-up message will appear. It will confirm that you want to request to participate in this specific Co-op program for the selected season/date/theme. **Select the ‘OK’ button to continue.**

Family Fun - Tier 1

Are you sure you want to send a request to participate in this Co-op Program for the selected PR Program Season?

Cancel OK

- j. Next, you'll see a message confirming the request has been received for the specific placement. Within the message, it will include important program dates and deadlines. An automatic email confirming this selection will also be sent to your associated email address. **Click ‘Close’ at the bottom to continue.**

Family Fun - Tier 1

Public Relations Program Request

Request Received for Family Fun - Tier 1

Your request for Co-op Public Relations Program: Family Fun - Tier 1 with a Program Season of Spring/ Summer 2026 has been successfully submitted. You will receive an email with details of your request shortly. Thank you for your interest in Travel Wisconsin Co-op Programs!

Important Program Dates

Program Start:	Monday, May 4, 2026
Program End:	Friday, June 5, 2026
Material Deadline:	Friday, April 24, 2026

Close

Program Season: Spring/ Summer 2026 Public Relations: Social Media Content Creator Program

- k. After selecting 'Close', you'll be redirected to your program requests. This can also be found in the top navigation menu titled 'My Program Requests'.



My Program Requests

Request Number ↓	Program Type ↓	Program Summary ↓	Program Run Date	Status ↓	Request Date	Total Cost ↓	
1 00000182	PR Program	Family Fun - Tier 1 Run Season: Spring/ Summer 2026	05/05/2026	In Review	08/15/2025	\$10,000.00	

- l. This will display all requested programs, including;
- Request Number** – is the number associated with your requested placement, automatically created by the system
 - Program Type** – identifies if this is a marketing or public relations program
 - Program Summary** – displays the program and selected season/date/theme that was selected
 - Program Run Date** – displays the first calendar date this program should begin (for seasonal placements it will select a date during that season which may not be the exact run date)
 - Status** – lists the status for the request, including one of the following;
 - In Review:** indicates that the request has been submitted and is under review internally
 - Denied:** indicates that the request has been denied
 - Approved – Email Sent:** request has been approved and next steps are needed to continue
 - Approved – Assets Received:** request has been approved, contract has been signed and uploaded and materials have been submitted (if required)
 - Fulfilled:** all necessary details have been submitted, and confirmed for placement
 - Request Date** – the date you requested the program in the Co-op portal
 - Total Cost** – cost for the individual Co-op placement

NOTE: You can click on any of the column titles to sort your requests.

- m. To view the details for the specific request, **click on the request number for the placement** or magnifying glass icon on the far right.



My Program Requests

Request Number ↓	Program Type ↓	Program Summary ↓	Program Run Date	Status ↓	Request Date	Total Cost ↓	
1 00000182	PR Program	Family Fun - Tier 1 Run Season: Spring/ Summer 2026	05/05/2026	In Review	08/15/2025	\$10,000.00	

- n. Once you click into a specific program request, it will display the next steps, a request summary and important program dates.

TRAVEL WISCONSIN Home MARKETING PROGRAMS PUBLIC RELATIONS PROGRAMS MY PROGRAM REQUESTS MY WAIT LIST CONTACT US [Tester Contact Travel Wisconsin](#)

Family Fun - Tier 1 Pending Review

Next Steps

* You cannot act on any of these tasks until this program request is approved by Travel Wisconsin.

1. Upload Signed Agreement for Public Relations Program Participation

Request Summary

Company:	Travel Wisconsin	Request #:	00000182
Program Start:	Spring/ Summer 2026	Program Cost:	\$10,000.00

Important Program Dates

PR Program Season: Spring/ Summer 2026
Signed Agreement Due by: Apr 15, 2026

* The signed agreement is due by the date above for a successful Public Relations program execution.

- o. Once your program request is approved, you'll see it reflected in this detailed view. An automatic email will also be sent to your associated email address about the approval. Across the top of the screen, you'll see the timeline of details necessary to confirm this placement.
- Next steps vary based on the placement type.
 - For most Public Relations programs, you'll need to;
 - Complete a signed agreement
 - Then, the Turner PR team will work with you offline to complete the necessary preparation for the placement
 - For most Marketing programs you'll need to;
 - Complete a signed agreement
 - Submit any required materials necessary for the placement
 - Then, the appropriate program contact will work with you offline to finalize the placement