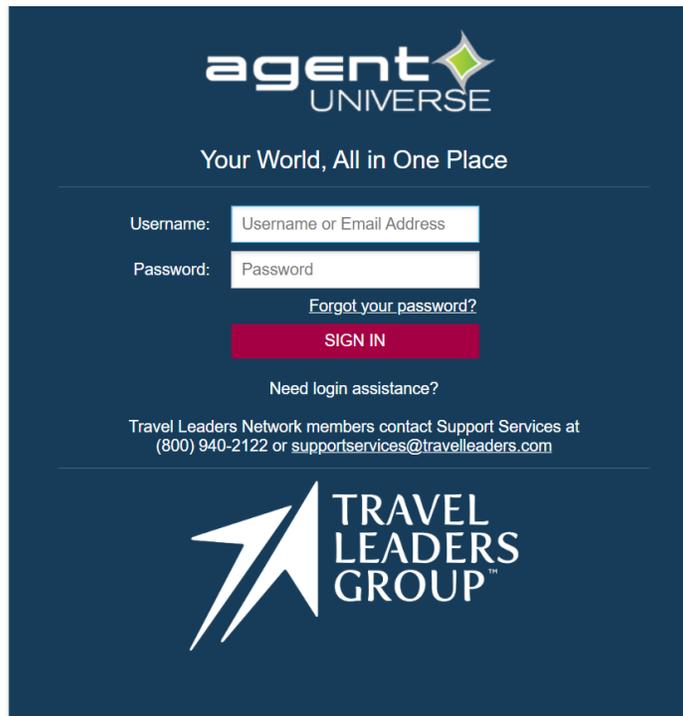


## Engagement Marketing Program Enrollment Process

Welcome to the **Engagement Marketing Program Enrollment Process!** Below are the steps to sign up and participate in our dynamic program designed to boost your customer engagement and drive results. Our program offers a suite of tailored publications and direct mail, each uniquely personalized with your customer's name and agency's call to action. Let's dive into the process together:

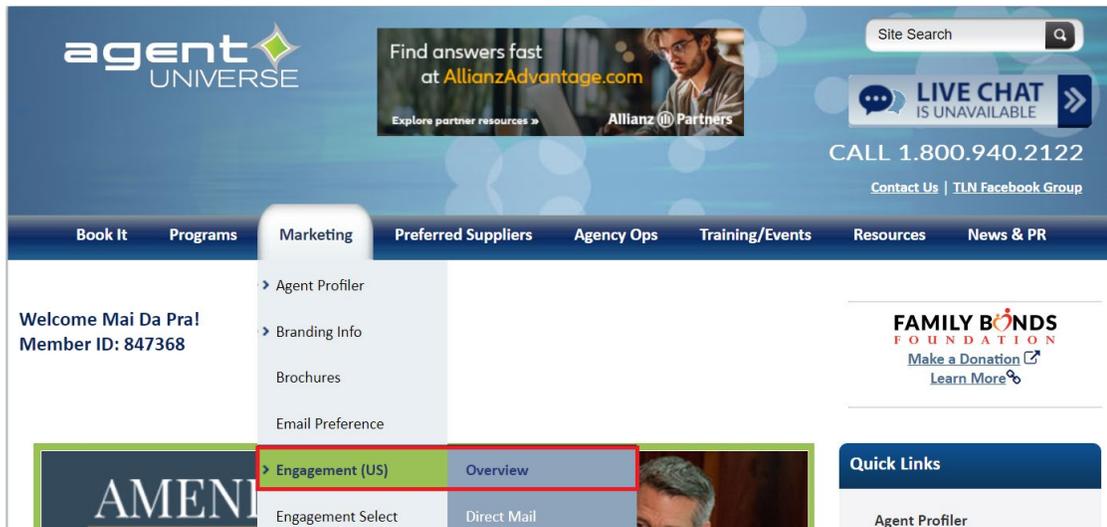
**IMPORTANT:** Please note that the Engagement Program is exclusively available to agency owners. Only Agency owners have the eligibility to enroll in the Engagement Program. However, within the enrollment process, agency owners will have the ability to include their sub-agents in the Engagement Program through the Engagement for sub-agents marketing option. For US agency owners who do not intend to engage in Engagement for sub-agents, we recommend you select the option of AgentMate.

1. **Sign in to Agent Universe:** Access your [Agent Universe](#) account.



The image shows a screenshot of the Agent Universe login page. At the top, the 'agent UNIVERSE' logo is displayed with a green star icon. Below the logo is the tagline 'Your World, All in One Place'. The login form consists of two input fields: 'Username:' with a placeholder 'Username or Email Address' and 'Password:' with a placeholder 'Password'. Below the password field is a link that says 'Forgot your password?'. A red 'SIGN IN' button is positioned below the form. At the bottom of the form area, there is a link that says 'Need login assistance?'. Below the form area, there is a line of text: 'Travel Leaders Network members contact Support Services at (800) 940-2122 or supportservices@travelladers.com'. At the very bottom of the page is the 'TRAVEL LEADERS GROUP' logo, which features a stylized white arrow pointing upwards and to the right.

2. **Navigate to Engagement:** Navigate to the Marketing tab, then select “Engagement” from the drop-down menu, and further select “Overview” from the subsequent drop-down menu.



3. **Access Path to Participation:** Once on the Engagement page, scroll down until you find the “Path to Participation” section.

**Path to Participation for Travel Agencies interested in the Engagement Marketing Program:**

1. Fill out an [Engagement Participation Agreement](#)
2. Set Engagement Admin and Campaigns User permissions in [Agent Profiler](#)
3. Start your training by [watching the Upload Tool](#) (8-minute video)
4. Use the [Customer Upload Tool](#) to submit a Customer List
5. Start your training by [watching How to Order a Direct Mail Piece](#) video
6. Watch for upcoming campaigns on the Engagement Marketing Calendar
7. Order direct marketing pieces using the [Engagement Order Site](#)

**Tools & Resources for Engaged Members:**

- [Engagement Marketing Calendar](#)
- [Customer Upload Tool](#)
- [Engagement Toolkit](#)
- **User Guides:**
- **Videos**

4. **Click on Engagement Participation Agreement:** Within the “Path to Participation” section, click on the provided link for the Engagement Participation Agreement.

**Path to Participation for Travel Agencies interested in the Engagement Marketing Program:**

1. Fill out an [Engagement Participation Agreement](#)
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6. Watch for upcoming campaigns on the Engagement Marketing Calendar
7. Order direct marketing pieces using the [Engagement Order Site](#)

5. **Complete the Agreement Form:** Fill out the Engagement Participation Agreement form, ensuring all mandatory fields are accurately completed.



**Marketing**

- Agent Profiler
- Branding Info
- Brochures
- Email Preference
- Engagement (US)
- Engagement Select
- Marketing Co-Op Planning
- Misc. Marketing Programs
- Photo Gallery
- Search Promos and Cruise Space Sailings
- Social Media
- Social Share Pro
- Websites

### Participation Agreement

## Engagement

Welcome to the Engagement & Engagement Select Marketing program.

Travel Leaders Network will work with you to gather your customer data and load it into the order management system (Engagement). This agreement is the first step to gain access to the order management tool called Engagement. Once your data has been loaded into the Engagement Tool it will be run through post office cleanup process (NCOA) and data segmentation process.

Utilizing the Engagement system, you will have the ability to select the vendors, marketing pieces and customers that are right for you.

Important: Before you proceed, please read and review the [marketing services agreement](#).

In order for us to get started, please have the owner fill out the form below.

Yes, I have read, understand and agree with the marketing service agreement and wish to participate in the Engagement Direct Marketing program.

#### Agency Information

Agency Name \*

Owner's Name \*

E-mail Address \*

Street Address \*

Address Line 2

City \*

State/Province \* Zip/Postal Code \*

I'd like to participate in the follow programs. Select all that apply. \*

Direct Mail  Postcards Magazine  Email

From where will your customer data be coming? \*

ClientBase  AgentMate  Other

### Quick Links

- Agent Profiler
- Cruise Complete
- Search Promos AND Cruise Space Offers
- Cruise Space Sailings.xlsx
- Engagement Order Site
- TLN Training Library
- Education Calendar
- Hotel Daily Microsite
- pinSIGHT
- Travel Aids & Planning Tools
- Corporate Booking Tool
- Service Request
- Events

[Manage Quick Links](#)

### Tips & Information

"What is Engagement Select?" recorded webinar  
TLN Training Library  
General Data Protection Regulation (GDPR) and Travel Leaders Group

Visit the TLN Training Library for All Your Training Needs

bedsonline  
Pre and Post Cruise Hotels, Transfers & Excursions

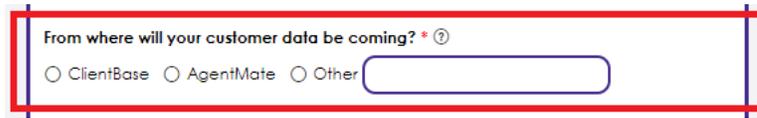
### Quick Poll

Have you or your clients ever found love while traveling?

Yes.  
 No.

BECOME A SINGAPORE SPECIALIST  
REAP THE REWARDS!  
JOIN NOW

**Tip:** For **Engagement for sub-agents marketing**, select “Other” and type in “Uploader” in the fill-in text box under the question “*From where will your customer data be coming?*”



From where will your customer data be coming? \* ?

ClientBase  AgentMate  Other

**Note:** by selecting the option of Engagement for sub-agents marketing, your sub-agents will have the capability to personalize their publications and direct mail pieces with their individual name, email, and phone number.

6. **Submit Your Agreement:** After completing the form, click on the “Submit” button to finalize your enrollment.

**By following these steps, you’ll successfully enroll in the Engagement Marketing Program.**

 **IMPORTANT:** Please note that turnaround times for processing the Engagement requests may take up to three weeks. We appreciate your patience as we set up your Engagement Program and respond to your submission.

 **Support:** If you encounter any issues or have questions regarding the enrollment process, please don’t hesitate to reach out to Member Services for assistance by calling 800-949-6410 or sending an email to [memberservices@nexion.com](mailto:memberservices@nexion.com).