



# Communication & Support Tools – One

## COMMUNICATION & SUPPORT TOOLS

### How to Customise the System Emails Sent to Businesses

Every time a Business Admin makes a submission, the DestinationCore system sends automated emails to keep them informed. These messages can (and should) be customised — not only to reflect your tone of voice and branding, but also to make them genuinely useful for the businesses you support.

#### What Emails Are Sent?

The system automatically sends emails when:

- A submission is received
- A submission is approved and goes live
- A submission is rejected, with your feedback included

These messages are fully editable — and a great opportunity to provide guidance, support, and up-to-date information.

#### How to Customise the Content

1. Go to **Submissions > Manage Emails** in the DCMS.
2. From this screen you can edit:
  - **Notification Logo or Image:** Add your logo or campaign image
  - **Intro Text:** Appears directly after the Business Admin's name
  - **Outro Text:** Appears before the footer and is ideal for reminders or signposting

You'll also see a live preview of the message layout after saving.

#### Make It Relevant to What's Happening Now

Treat your system emails as a flexible communication tool — not a one-off setup task. Consider updating your intro and outro text regularly to reflect current priorities in your destination:

- Promote initiatives: "Don't forget to submit your entry for this year's [Destination] Awards."
- Encourage engagement: "Ask us about current funding opportunities for local businesses."
- Support behaviour change: "Need help writing strong event listings? Check out our quick tips guide."

Small additions like these can keep your Business Admins informed and connected — without any extra effort on their part.

#### Internal Notifications

At the bottom of the email management screen, you can add internal team members to receive alerts whenever a Business Admin submits content. Useful for team visibility, holiday cover, or cross-departmental monitoring.