



# GMCVB 2016/2017 Program of Work\* at a Glance (programs subject to change – last updated October 27, 2016)

	OCTOBER 2016 Miami Attractions Month	NOVEMBER 2016 Miami Live Arts Month	DECEMBER 2016 Miami Heritage Month	JANUARY 2017 Miami Cruise Month	FEBRUARY 2017 Miami Romance Month	MARCH 2017 Shop Miami Month	APRIL 2017 Miami Sports & Wellness Month	MAY 2017 Miami Museum Month	JUNE 2017 Miami Film Month	JULY 2017 Miami Spa Month	AUGUST 2017 Miami Spa/Spice Month	SEPTEMBER 2017 Miami Spice Month	
<b>Travel Industry Sales</b>  Contact: 305-539-3091 Traveltrade@GMCVB.com	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> FIT America Latina, Buenos Aires, Argentina (1-4) Miami Travel Agent Forum, Miami, FL (2-4) Canadian Sales Mission, Toronto and Montreal, Canada (3-7) → <b>MBH MBCC</b> Visit USA UK Roadshows, Gateshead/ Newcastle, Bristol & Brighton, England (4-6) New York Trade Show and Sales Calls, New York, NY (5-6) → Florida Huddle Mexico, Mexico City, Mexico (9-11) Discover America USA Day, Gothenburg, Sweden (12) TTG Incontri, Rimini, Italy (13-15) → Miami Entertainment Summit (14-16) Peninsula Travel Show, Sacramento, Berkeley and San Jose, CA (17-20) ITB Asia, Singapore (19-21)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> FESTURIS Gramado, Gramado, Brazil (3-6) Cruise Planners Annual Conference, Miami, FL (5-8) World Travel Market, London, England (7-9) → Cruise World Travel Weekly Home Based Agents, Ft. Lauderdale, FL (10) → <b>MBH</b> Travel Impression Best of the Best, Location TBD (11-17) <b>MBH</b> Visit USA Belgium Workshop, Ghent, Liege & Brussels, Belgium (15-16) Global Meetings & Incentive Exhibition (IBTM) Barcelona, Spain (29-1) → <b>MBH MBCC</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Bahamas Sales Mission (6-7) Travel Exchange, San Diego, CA (12-15)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Florida Huddle, Tampa, FL (9-11) → <b>MBH</b> Vakantiebeurs, Utrecht, The Netherlands (10-11) Normanns-Reiser, Oslo, Norway (12) Reiselivmessen/Oslo, Norway (13-15) Florida's Beaches Partnership at Reiselivmessen, Oslo, Norway (13-15) Discover America USA Day, Stockholm, Sweden (17) Feria Internacional de Turismo (FITUR) Madrid, Spain (18-22) → Matka, Helsinki, Finland (19-21) Mexico MICE Mission, Mexico City, Mexico (24-26) → Visit USA Austria Workshop, Vienna, Austria (26) <b>MBH</b> New York Times Travel Show, New York, NY (27-29) Florida's Beaches Partnership at Holiday World, Dublin, Ireland (27-29) <b>MBH</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Visit Florida Chicago Trade Event (TBD) LA Trade Show, Los Angeles, CA (TBD) <b>MBH MBCC</b> Visit USA Switzerland Workshop, Regensdorf, Switzerland (1) <b>MBH</b> AAA Great Vacations, Columbus, OH (3-5) Boston Globe Travel Show (10-12) Florida's Beaches Partnership/Ferie for Alle, Herning, Denmark (24-26) <b>MBH</b> Travel Expo 2017, Somerset, New Jersey (26) IBTM World, Barcelona, Spain (29-1)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Colombia Sales Event & Asociación Colombiana de Agencias de Viajes y Turismo (ANATO), Bogota, Colombia (1-3) → Swanson's Long Haul Day, Osby, Sweden (4) <b>MBH</b> Florida Beaches Partnership at Swanson's Long Haul Day, Osby, Sweden (4) <b>MBH</b> FDM Travel, Copenhagen, Denmark (5) <b>MBH</b> Florida's Beaches Partnership at FDM Travel, Copenhagen, Denmark (5) <b>MBH</b> Visit USA Italy Showcase, Naples, Italy (5-7) <b>MBH</b> Discover America USA Travel Show, Copenhagen, Denmark (6) <b>MBH</b> International Tourism Bourse (ITB), Berlin, Germany (8-12) → Cruise Shipping, Ft. Lauderdale, FL (13-17) <b>MBH</b> Argentina and Uruguay Sales Mission, Buenos Aires and Cordoba, Montevideo (20-24) → <b>MBH MBCC</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Visit USA Ireland Workshop, Cork & Dublin, Ireland (TBD) Visit Florida China Sales Mission, Beijing, Shanghai & two other cities (TBD) Visit Florida Chicago Trade Event (TBD) Alliance of Westchester Travel Agencies, New Rochelle, NY (3) <b>MBH MBCC</b> World Travel Market Latin America, Sao Paulo, Brazil (4-6) → Cruise3Sixty, Ft. Lauderdale, FL (18-24) → Arabian Travel Market (ATM), Dubai, UAE (24-27) → <b>MBH</b> France and Italy Sales Mission, Paris, Turin, Verona & Bologna (24-28) → <b>MBH</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Visit Florida India Sales Mission, New Dehli, Mumbai and other cities (TBD) American Airlines Product Launches, Los Angeles & Chicago (TBD) Florida Road Show, Tampa, St. Petersburg, Sarasota and Orlando (TBD) → Go Go/Flight Centre Trade Shows/ Northeast (TBD) Caribbean Sales Mission, Trinidad and Barbados (2-5) <b>MBH</b> Long Island Travel Agent Assoc. Show, Long Island, NY (3) Germany-Switzerland Sales Mission, Duesseldorf, Duisburg, Hannover, Frankfurt & Zurich, (8-12) → <b>MBH</b> Mexico Sales Mission, Mexico City, Guadalajara & Monterrey, Mexico (22-26)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Colombia Sales Mission, Bogota, Medellin & Cali (10-14) → <b>MBH</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> La Cita, St. Petersburg, FL (29-31) <b>MBH</b> Brazil Sales Mission, Sao Paulo, Rio de Janeiro & Manaus (7-11) → <b>MBH</b>	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives <b>MBCC</b> Visit Florida Governor's Conference on Tourism (TBD) Northeast Sales Mission, Key Northeast Cities (TBD) → <b>MBH MBCC</b> International French Travel Market (IFTM), Paris, France (TBD) → IBTM Latin America, Mexico City, Mexico (TBD) → Peninsula Shows, various cities (TBD) Central America Sales Mission, Panama, Costa Rica and Guatemala (19-22) → <b>MBH MBCC</b> Scandinavia Sales Mission, Sweden, Denmark & Norway (18-22) → <b>MBH MBCC</b> Discover America USA Day, Malmo, Sweden (21)	Travel Industry Sales	

**MBH** – Miami Boutique Hotels integration → Partner Participation Brochure Distribution **MBCC** – Miami Beach Convention Center Showcase Promotional Prizes

\* Does not include significant amount of yet to be scheduled activities.

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<p>Media Relations &amp; Promotions</p> <p>&amp;</p> <p>Boutique &amp; Lifestyle Hotels/Film, Fashion &amp; Entertainment</p> <p>Contact: 305-539-3084 Media@GMCVB.com</p>	<p>October Media Newsletter Miami Attractions Month (1-31) PR Power Workshop (TBD) Latin American Value Friendly Press Tour (4-8) 61<sup>st</sup> Society of American Travel Writers Conference &amp; Media Marketplace, Wenzhou, China (23-29) Caribbean Press Tour "Miami Carnival &amp; Culture" (6-10) <b>MBCC</b> Pan American Press Tour 1 "Time Travel Miami...Exploring Miami's Bold Evolution" (17-23) <b>MBCC</b> Produced By NY, New York, NY (29)</p>	<p>November Media Newsletter Miami Live Arts Month (1-30) World Travel Market (WTM) London, UK (7-9) Miami "Take a Walk on the Wild Side" influencer Press Trip (7-11) Visit Florida Media Reception in Hamburg, Germany (12) <b>MBCC</b> Miami Book Fair International Media Visits (13-20)</p>	<p>December Media Newsletter Miami Heritage Month (1-31) Art Basel Miami Beach Media Visits (1-4) <b>MBH MBCC</b> FOCUS, the Location Event, London, UK (6-7)</p>	<p>January Media Newsletter Miami Cruise Month (1-31) Winter PR Stunt (TBD) Professional Convention Management Association (PCMA), Vancouver, BC (8-11) <b>MBCC</b> The National Association of Television Programming Executives, Miami Beach, FL (16) <b>MBCC</b> FITUR Spain, Madrid, Spain (18-22) Sundance Film Festival, "It's So Miami" Dinner Series, Park City, UT (19-29) ReelScreen Summit, Washington, DC (23-26) Cross-Market Influencer Miami Hotel Campaign (24-28)</p>	<p>February Media Newsletter Miami Romance Month (1-28) Visit Florida Consumer Media Reception in New York (TBD) <b>MBCC</b> South Beach Food &amp; Wine Festival Media Visits (22-26)</p>	<p>March Media Newsletter What's New in Greater Miami and the Beaches Release Shop Miami Month (1-31) Miami International Film Festival Media Visits (TBD) Lollapalooza Chile "It's So Miami" Lounge, Santiago, Chile (TBD) Chile/Argentina Desk Siders, Buenos Aires and Santiago (TBD) TUR Scandinavian Trade Fair, Sweden (TBD) Winter Music Conference, Miami Beach, FL (TBD) <b>MBH</b> Vitrina Turistico ANATO &amp; Media Event, Bogota, Colombia (1-3) 2017 International Tourism Bourse (ITB), Berlin, Germany (8-12) SXSW Music Conference, Austin, TX (10-19)</p>	<p>April Media Newsletter Miami Sports Month (1-30) Four Seasons Surfside Brazilian Press Tour (TBD) BIT International Tourism Exchange, Milan, Italy (2-4) World Travel Market (WTM) Brazil (4-6) Tribeca Film Festival, New York, NY (19-30) <b>MBH</b> National Association of Broadcasters (NAB), Las Vegas, NV (22-27) <b>MBH</b> Art Culture and Architecture Cross Market Press Tour (27-1)</p>	<p>May Media Newsletter Miami Museum Month (1-31) Maison &amp; Objet Media Visits (9-12) <b>MBCC</b> Travel Media Association of Canada (TMAC) AGM &amp; Conference, Quebec City, Canada (24-28) Pan European Press Tour 2 "Bling on a Budget - Miami's Upscale Offers for Less" (25-29)</p>	<p>June Media Newsletter What's New in Greater Miami and the Beaches Release Miami Film Month (1-30) Produced by Conference, Los Angeles, CA (TBD) <b>MBH</b> It's So Miami PR Stunt, New York, NY (TBD) LGBT "World OutGames Miami" Cross Market Press Tour (1-5) IPW, Washington, DC (3-7) <b>MBCC</b> American Black Film Festival, Miami, FL (15-19) Emerge, Miami, FL (12-13) LE Miami, Miami Beach, FL (19-22) <b>MBH</b></p>	<p>July Media Newsletter Miami Spa Month (1-31) Miami Spa Month Media Visits (TBA) Lollapalooza Chicago / "It's So Miami" Lounge, Chicago, IL (TBD) <b>MBH</b> Latin American Wellness and Medical Tourism Miami Press Tour (11-15) <b>MBCC</b></p>	<p>August Media Newsletter Miami Spa Month (1-31) Miami Spice Restaurant Program (1-31) La Cita, St. Petersburg, FL (TBD) <b>MBH</b> American Society of Association Executives (ASAE), Toronto, Canada (12-15) <b>MBCC</b></p>	<p>September Media Newsletter What's New in Greater Miami and the Beaches Release Miami Spice Restaurant Program (1-30) Visit Florida Governor's Conference on Tourism, Orlando, FL (TBD) Toronto International Film Festival, Toronto, Canada (TBD) <b>MBH</b> Independent Film Week, New York, NY (TBD) <b>MBH</b> New York Media Reception &amp; Mission (TBD) <b>MBH MBCC</b> Toronto Media Reception &amp; Mission (TBD) <b>MBH MBCC</b> Canadian Media Reception &amp; Mission (TBD) International French Travel Market (IFTM), Paris, France (TBD)</p>	<p>Media Relations &amp; Promotions/Boutique &amp; Lifestyle Hotels</p>
<p>Cultural Tourism/LGBT</p> <p>Contact: 305-539-3083 George@GMCVB.com</p>	<p>Orgullo Festival, Miami, FL (1-15) <b>MBH</b> National Gay &amp; Lesbian Task Force Recognition Dinner, Miami, FL (8)</p>	<p>National Trust for Historic Preservation, Washington, DC (15-18) Palm Springs Pride, Palm Springs, CA (4-8) <b>MBH</b> White Party, Miami, FL (23-28) <b>MBH</b></p>	<p>Art Basel, Miami Beach, FL (1-4) <b>MBH</b> International Conference on Gay &amp; Lesbian Tourism, Las Vegas, NV (11-13) <b>MBH</b></p>	<p>9<sup>th</sup> Annual Sin City Shootout Sports Festival, Las Vegas, NV (12-15) <b>MBH</b> Art Deco Weekend, Miami Beach, FL (13-15) Gay8 Miami, Little Havana, FL (15) Creating Change, Chicago, IL (18-22) <b>MBH</b></p>	<p>22<sup>nd</sup> International Gay &amp; Lesbian Business &amp; Entertainment Expo, New York, NY (28-1) <b>MBH</b> Pride Fest 2017, Ft. Lauderdale, FL (26)</p>	<p>Winter Party, Miami, FL (1-6) The Armory Show, New York, NY (2-5) 24th International Gay &amp; Lesbian Business &amp; Entertainment Expo, New York, NY (12-13) <b>MBH</b> Art Basel Hong Kong (23-25)</p>	<p>Miami Beach Gay Pride Parade/Festival/Expo, Miami Beach, FL (7-9) New York LGBT Tradeshow, New York, NY (8-9) <b>MBH</b> MiFo Film Festival, Miami, FL (21-30) <b>MBH</b></p>	<p>International Gay &amp; Lesbian Travel Association Meeting Expo, St. Petersburg, FL (3-6) <b>MBH</b> Context Art Fair New York/Art Miami, New York, NY (3-7) Florida Trust for Historic Preservation Annual Conference, Tallahassee, FL (18-20) Aqua Girl, Miami, FL (18-21) 10<sup>th</sup> Annual Community Marketing Conference, New York, NY (15-19) Sizzle Miami, Miami, FL (25-29) World OutGames, Miami, FL (26-4) GLBT/International Trade Show, Chicago, IL (27-29) Gay Days Expo, Orlando, FL (30-1)</p>	<p>Art46Basel, Basel, Switzerland (15-18) <b>MBH</b> Miami-Dade Gay &amp; Lesbian Chamber of Commerce Gala, Miami Beach, FL (17) Miami Beach Bruthaz Conference, Miami Beach, FL (14-17)</p>	<p>Sister Cities Conference, Virginia Beach, VA (13-16) Gay Pride/World Pride, Toronto, Canada (15-18) Equality Forum, Philadelphia, PA (23-26)</p>	<p>10<sup>th</sup> Annual Gay and Lesbian Tourism Conference, Buenos Aires, Argentina (5-8) Montreal Pride, Montreal, Canada (12-18) Pridelines Youth Services Gala, Miami, FL (19) Miami/Germany Spartacus Magazine Partnership, Berlin and across Germany (24-29) <b>MBH</b> National Gay &amp; Lesbian Chamber of Commerce Annual Meeting, Ft. Lauderdale, FL (26-30)</p>	<p>The Houston Art Fair, Houston, TX (TBA) Key West Women's Festival, Key West, FL (9-12)</p>	<p>Cultural Tourism/LGBT</p>
<p><b>MBH</b> – Miami Boutique Hotels integration → Partner Participation  Brochure Distribution <b>MBCC</b> – Miami Beach Convention Center Showcase  Promotional Prizes</p>													<p>* Does not include significant amount of yet to be scheduled activities.</p>

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Multicultural Tourism & Development  Contact: 305-539-3123 Connie@GMCVB.com	Miami Attractions Month (1-31) Miami Broward Carnival (11) Revolt Conference RMC, Eden Roc, Miami Beach, FL (13-16) Richmond Heights Historic Anniversary Week Symposium (2)	Miami Live Arts Month (1-30) Art of Black Miami Kickoff (TBD) Florida African American Heritage 2015 Statewide Meeting and Workshop (20-22) National Coalition of Black Meeting Planners (NCBMP) (30-3)	Miami Heritage Month (1-31) Art of Black Miami (1-15)	Miami Cruise Month (1-31) Multicultural Guide Distributed (TBD) 24th Annual Dr. Martin Luther King Jr. Unity Scholarship Breakfast (16)	Miami Romance Month (1-28) Lyric Live All Star (TBD) Black History Month Heritage Community Tour (TBD) Africa Trade & Tourism Mission (15-25) ABFF Honors & Awards (16)	Shop Miami Month (1-31) Annual Calle Ocho Music Festival (18-19) Jazz in the Gardens (18-19)	Miami Sports Month (1-30) Tourism Business Enhancement Program Summer (TBD)	Miami Museum Month (1-31) HOT Challenge Golf Tournament Fundraiser (TBD) Taste of Haiti (TBD) National Academy Foundations/ Academy of Hospitality & Tourism Student Conference (TBD) Sounds of Little Haiti/Haitian Heritage Month Celebration (TBD) Haitian Compas Festival (TBD) Best of the Best Concert (TBD) Tourism Business Enhancement Program Summer (TBD)	Miami Film Month (1-30) Pillars Award Scholarship Luncheon Office of the Chair Miami-Dade Black Affairs Advisory Board (TBD) Taste of the Caribbean (TBD) Tourism Business Enhancement Program Summer (TBD) American Black Film Festival (ABFF) (TBD)	Miami Spa Month (1-31) National Association of Black Hotel Owners, Operators & Developers (NABHOOD), Marriott Biscayne Bay (TBD) Historic Overtown Music Festival (TBD) Tourism Business Enhancement Program Summer (TBD)	Miami Spa Month (1-31) Miami Spice Month (1-31) DMAI Annual Meeting (TBD) Things are Cooking in Overtown (TBD) Tourism Business Enhancement Program Summer (TBD)	Miami Spice Month (1-30) Florida Governor's Conference on Tourism (TBD) Tourism Business Enhancement Program Graduation (TBD) Congressional Black Caucus (14-18)	Multicultural Tourism & Development
Marketing & Creative Services  Contact: 305-539-3066 Madeleine@GMCVB.com	8th Annual Miami Attractions Month (1-31) Greater Miami & The Beaches Calendar of Events for October-December 2016	7th Annual Miami Live Arts Month (1-30)	3rd Annual Miami Heritage Month (1-31) Greater Miami & The Beaches Vacation Planner/Visitors Guide Greater Miami & The Beaches Travel Planner Greater Miami & The Beaches Calendar of Events for January – April 2017	4th Annual Miami Cruise Month (1-31)	7th Annual Miami Romance Month (1-28)	5th Annual Shop Miami Month (1-31) Greater Miami & The Beaches Meeting Planner	5th Annual Miami Sports & Wellness Month (1-30) Greater Miami & The Beaches Calendar of Events for May-August 2017	9th Annual Miami Museum Month (1-31)	6th Annual Miami Film Month (1-30) Greater Miami & The Beaches Family Fun Guide	10th Annual Miami Spa Month (1-30)	10th Annual Miami Spa Month (1-31) 16th Annual Miami Spice Restaurant Program (1-31) Greater Miami & The Beaches Calendar of Events for September–December 2017 Greater Miami & The Beaches Pocket Guide	16th Annual Miami Spice Restaurant Program (1-30) Multilingual City Guides in English, Spanish, Portuguese, French, German, Italian, Russian and Chinese	Marketing & Creative Services
Research & Strategic Planning  Contact: 305-539-3065 Research@GMCVB.com	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, CocoWalk/Mayfair, Ocean Drive/Lincoln Road, Downtown/Bayside Hotel Surveys: Columbus Day Weekend, Quarterly Hotel Outlook Survey Event Attendee Surveys: Miami Broward Carnival (9)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Miami Seaquarium, Ocean Drive/Lincoln Road, Downtown/Bayside, Bal Harbour Shops Event Attendee Surveys: Pan American Karate Tournament (11-12) Miami Book Fair International (18-20)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, TEVA, CocoWalk/Mayfair, Ocean Drive/Lincoln Road, Aventura Mall Special Event Surveys: Art Basel Survey Hotel Surveys: New Year's Eve, Orange Bowl Event Attendee Surveys: Art of Black Miami (1-4) Miami Beach Bowl (19)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Ocean Drive/Lincoln Road, Downtown/Bayside, Bal Harbour Shops Hotel Surveys: Quarterly Hotel Outlook Survey Event Attendee Surveys: Gay 8 Miami, Little Havana (15) Art Deco Weekend (13-15)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, TEVA, Coral Gables/Grove Hotel Surveys: Presidents Day, Quarterly Hotel Outlook Survey Event Attendee Surveys: Coconut Grove Art Festival (15-16)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Jungle Island, Ocean Drive/Lincoln Road, Sunny Isles Beach Hotel Surveys: Winter Music Conference Ultra-Music Festival Special Event Surveys: Winter Party Festival (5-6) Jazz in the Gardens (18-19) Miami Open (28-3)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, TEVA, Coral Gables/Grove, Aventura Mall Hotel Surveys: Quarterly Hotel Outlook Survey Special Event Survey: Miami Beach Gay Pride (8-9) Miami International Agriculture & Cattle Show (TBD) LGBT Film Festival (21-30)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Coral Gables/Grove, Downtown/Bayside, Sunny Isles Beach Hotel Surveys: Memorial Day Weekend Special Event Survey: Aqua Girl (20-21) World OutGames (26-4) Sizzle (27-28)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Coral Gables/Grove, Aventura Mall Hotel Survey: 4th of July Special Event Survey: American Black Film Festival (14-18) Bruthaz Conference (TBD) Emerge Conference (TBD)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Jungle Island, Ocean Drive/Lincoln Road, Bal Harbour Shops Hotel Survey: Quarterly Hotel Outlook Special Event Survey: Overtown Music Festival (TBD)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Coral Gables/Grove, Ocean Drive/Lincoln Road, Downtown/Bayside Hotel Survey: Labor Day Weekend	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Jungle Island, Coral Gables/Grove, Ocean Drive/Lincoln Road, Aventura Mall	Research & Strategic Planning
Sports Tourism & Marketing  Contact: 305-539-2972 Jose@GMCVB.com	Key Biscayne Half Marathon (2) City Bikes Miami (23) Miami Beach Halloween Half Marathon (29)	Pan American International Karate Tournament, Miami Beach, FL (11-12) NASCAR Ford Championship Weekend, Homestead, FL (18-20)	HoopHall Miami Invitational, Miami, FL (3 & 10) Miami Beach Bowl, Marlins Park (19) Capital One Orange Bowl, Hard Rock Stadium, FL (30)	International Sailing Federation World Cup (20-22) Miami Marathon and Half Marathon Weekend, Miami, FL (27-28)	Miami Ultra Skate, Homestead, FL (25)	Michelob Ultra Miami Beach 13.1 Marathon (5) National Association of Sports Commissions Symposium, Sacramento, CA (27-30) Miami Open presented by Itaú, Key Biscayne, FL (20-2)	LifeTime South Beach Triathlon (2) Save our Sisters Dragon Boat Festival, Key Biscayne, FL (8) Miami International Agriculture, Horse & Cattle Show, Miami, FL (14-16)	International Association of Physical Education and Sports for Girls & Women Congress, Miami Shores, FL (17-21) Florida Sports Foundation Annual Meeting, Palm Beach, FL (24-26) World OutGames, Miami-Dade, FL (26-4)	AC Milan Junior Camp Soccer Tournament, Hialeah, FL (23-25) International Association of Golf Tour Operators Annual Convention, Doral, FL (25-28)	MLB All-star Week, Miami-Dade, FL (8-11) Association of Luxury Suite Directors Annual Meeting, Miami, FL (10-13) Pan American Weightlifting Championship & Congress, Miami-Dade, FL (21-28)	Macabbi Games, Miami-Dade, FL (6-11) ConnectSports Marketplace, New Orleans, LA (24-27)	TEAMS' 17 Trade Show, Location TBD (26-29)	Sports Tourism & Marketing

	OCTOBER 2016 Miami Attractions Month	NOVEMBER 2016 Miami Live Arts Month	DECEMBER 2016 Miami Heritage Month	JANUARY 2017 Miami Cruise Month	FEBRUARY 2017 Miami Romance Month	MARCH 2017 Shop Miami Month	APRIL 2017 Miami Sports & Wellness Month	MAY 2017 Miami Museum Month	JUNE 2017 Miami Film Month	JULY 2017 Miami Spa Month	AUGUST 2017 Miami Spa/Spice Month	SEPTEMBER 2017 Miami Spice Month	
Partnership Development  Contact: 305-539-3069 Members@GMCVB.com	Partnership Monthly Luncheon at Tiramisu Restaurant (6) Partnership Luncheon at Miami Auto Museum (13) Miami Begins with Me Customer Service Champion Training, GMCVB office (19) Annual Meeting at Hard Rock Stadium (25)	Partnership Monthly Luncheon at Izzy's Restaurant (3) Miami Begins with Me Customer Service Champion Training, GMCVB office (9) Partnership Breakfast at Homewood Suites Brickell (10) Partnership Luncheon at The Gang (15)	Miami Begins with Me Customer Service Champion Training, GMCVB office (7) Partnership Holiday Party at SLS Brickell, Miami (7) Partnership Monthly Luncheon at Miccosukee Resort, Miami (13)	Partnership Monthly Networker Luncheon at Perricone's, Miami (11) Miami Begins with Me Customer Service Champion Training, GMCVB office (12) New Partner Orientation, GMCVB Office (17) Partnership Networking Mixer at Zest Restaurant (26)	It's So Miami Wedding Showcase at Westin Colonnade (TBD) Miami Begins with Me Customer Service Champion Training, GMCVB office (8) Partnership Monthly Luncheon at La Fontana (9) Partnership Breakfast at Provident Doral (15)	Miami Begins with Me Customer Service Champion Training, GMCVB office (8) Partnership Monthly Networker Luncheon, American Girl, Miami (9) Partnership Monthly Networking Mixer at Fung Ku, Miami Beach (27)	Miami Begins with Me Customer Service Champion Training, GMCVB office (5) Partnership Monthly Luncheon, Casa Panza, Miami (6) Partnership Breakfast, Location TBD (13) Partnership Monthly Networking Mixer at Hotel Indigo, Miami (27)	Annual State of the Industry Breakfast (TBD) Miami Begins with Me Customer Service Champion Training, GMCVB office (10) New Partner Orientation (16) Partnership Networking Mixer at AC Hotel (25)	Annual Partner Marketing & Planning Retreat (TBD) Miami Begins with Me Customer Service Champion Training, GMCVB office (14) Partnership Monthly Luncheon, Location TBD (15) Partnership Monthly Networking Mixer, Location TBD (29)	Promotion Product Partner Expo (TBD) Miami Begins with Me Customer Service Champion Training, GMCVB office (12) Partnership Luncheon, Location TBD (13) Partnership Monthly Networking Mixer, Location TBD (27)	Annual Partner Luncheon and Expo at Jungle Island (TBD) Partnership Monthly Luncheon, Location TBD (10) New Partner Orientation (15) Miami Begins with Me Customer Service Champion Training, GMCVB office (16)	White Glove Award Luncheon (TBD) Partnership Monthly Luncheon, Location TBD (7) Miami Begins with Me Customer Service Champion Training, GMCVB office (13) Partner Breakfast, Location TBD (14) Partnership Monthly Luncheon, Location TBD (7) Partnership Monthly Networking Mixer, Location TBD (28)	Partnership Development
Convention Sales & Services  Contact: 305-539-3071 MariaD@GMCVB.com	ASAE Annual Summit Awards Dinner, Washington, DC (3) Texas Sales Blitz, Dallas & Houston, TX (3-7) MBCC FSAE Education Expo, Tallahassee, FL (5) MBCC CIC Hall of Leaders Dinner, Las Vegas, NV (18) MBCC IMEX Americas Worldwide Exhibition for Incentive Travel Meetings and Events, Las Vegas, NV (18-20) MBCC Life Insurance Marketing and Research Association (LIMRA) Annual Meeting, Chicago, IL (23-25) MBCC Luxury Meetings Summit, San Diego, CA (25) MBCC	Financial & Insurance Conference Planners (FICP) Annual Conference, Nashville, TN (9-12) MBCC Georgia Association of Meeting Professionals International (GAMPI), Cumming, GA (11) MBCC Nursing Organizations Alliance (NOA), Omaha, NE (17-19) MBCC Specialty Venue Review (17-20) MBCC Professional Conference Management Association (PCMA) Capital Chapter Annual Meeting, Washington, DC (21) MBCC National Coalition of Black Meeting Planners (NCBMP), St. Louis, MO (30-2) MBCC Florida Encounter, Orlando, FL (30-2) MBCC	International Association of Exhibits & Events (IAEE Expo Expo), Anaheim, CA (6-8) MBCC CVB Reps Holiday Reception, Washington, DC (13) Association Forum of Chicagoland - Holiday Showcase, Chicago, IL (14) MBCC	Collinson Diversity Summit (TBD) MBCC Professional Convention Management Association (PCMA), Austin, TX (7-10) MBCC Corporate Venue Review (19-22) MBCC Global Pharma & Medical Meetings Summit, Philadelphia, PA (31-2) MBCC	Destination Showcase, Washington, DC (TBD) MBCC Destination Marketing Association International (DMAI) Foundation Dinner, Washington, DC (TBD) Northeast Sales Blitz, New York, NY (1-3) MBCC Association Management Companies Institute (AMCI) Winter Meeting, Ft. Lauderdale, FL (8-10) MBCC Luxury Meetings Summit, Phoenix, AZ (17) MBCC XSite, Tallahassee, FL (21) MBCC Luxury Meetings Summit, Orlando, FL (24) MBCC	PCMA Capital Chapter Annual Bowlathon, Washington, DC (TBD) MBCC Experient Envision, Dallas, TX (TBD) MBCC Life Insurance Marketing and Research Association (LIMRA) Distribution Conference, Ft. Lauderdale, FL (1-3) MBCC Management Companies Institute (AMCI) Winter Meeting, Ft. Lauderdale, FL (8-10) MBCC Luxury Meetings Summit, New Jersey (13) MBCC XSite, Tallahassee, FL (21) MBCC Luxury Meetings Summit, Orlando, FL (24) MBCC	Chicago Mini Sales Blitz, Chicago, IL (4-6) MBCC ConferenceDirect Annual Partners Meeting & Trade Show, Baltimore, MD (9-13) MBCC Helms Briscoe Annual Business Conference, Chicago, IL (8-10) MBCC Annual Pharma Forum, National Harbour, MD (12-15) Luxury Meetings Summit, New York, NY (14) MBCC Washington, DC/Virginia Sales Blitz (14-15) MBCC	Professional Convention Management Association (PCMA) Foundation Visionary Awards, Washington, DC (3) MBCC Connecticut Sales Blitz, Hartford/Stamford, CT (15-17) MBCC Incentive Travel, Meetings, Event Expo (IMEX), Frankfurt, Germany (16-18) MBCC Spring Venue Review (18-21) MBCC ASAE Xperience Design Project, Washington, DC (23-24) MBCC Fraternity Executives Association (FEA), Tampa, FL (31-3) MBCC	Midwest Sales Blitz (TBD) Cvent CONNECT (TBD) MBCC Society of Government Meeting Professional (SGMP) NEC & Expo, Ft. Lauderdale, FL (6-8) MBCC IBTM America, Hollywood, FL (14-16) MBCC Meeting Professionals International (MPI) WEC, Las Vegas, NV (19-22) MBCC Financial & Insurance Conference Planners (FICP) Education Forum, Palmetto Bluff, SC (26-28) MBCC Professional Convention Management Association (PCMA), St. Louis, MO (26-29) MBCC Luxury Meetings Summit, Portland, OR (28) MBCC Association Forum Dinner, Chicago, IL (29) MBCC	Convention Center/ Multi Hotel User Venue Review (TBD) MBCC DMAI Annual Convention, Montreal, CA (TBD) MBCC Florida Society of Association Executives (FSAE), Palm Beach, FL (12-14) MBCC Council of Engineering and Scientific Society Executives (CESSE), Quebec City, CA (25-27) MBCC	HPN Global Partner Conference (TBD) MBCC The Kellen Managers Summit Conference, (TBD) MBCC CVB Reps Summer Reception, Washington, DC (TBD) Collaborate Marketplace (TBD) MBCC Connect Marketplace, (TBD) MBCC American Society of Association Executives (ASAE), Annual Meeting & Exposition Toronto, CA (12-15) MBCC IncentiveWorks Meeting and Events Trade Show, Toronto, Canada (16-17) MBCC	Washington, DC, Virginia, Maryland Sales Mission (TBD) MBCC Travel Events & Management in Sports (TEAMS), (TBD) Meet National, Washington, DC (6-7) Successful Meetings, Miami Beach, FL (10-13) Boston Sales Blitz, Boston, MA (12-14) MBCC Northeast Sales Blitz, New Jersey (14-16) MBCC Fall Venue Review (21-24) MBCC	Convention Sales & Services
Major Events	Miami Attractions Month (1-31) Miami Broward Carnival (9) REVOLT Music Conference (13-16) Grovetoberfest (15) City Bikes IRONMAN 70.3 - Miami (23)	Miami Live Arts Month (1-30) Santa's Enchanted Forest (11-3-1/8) Funkshion: Fashion Week Miami Beach (4-7) Chamber South South Miami Art Festival (5-6) The Great Grove Bed Race (7) Downtown Miami Riverwalk Festival and Boat Parade (10-12) Miami Book Fair International (13-20) NASCAR's Ford Championship Weekend (18-20) Sunny Isles Beach Jazz Festival (18-20) White Party Week (23-28) Prizm Art Fair (28-11) Art Miami (30-4) Design Miami (30-4)	Miami Heritage Month (1-31) Art Basel Miami Beach (1-4) SoBe Jazz Festival, Miami Beach (7-11) Miami Beach Bowl (19) Capital One Orange Bowl Football Game (30)	Miami Cruise Month (1-31) Miami Jewish Film Festival (12-26) Art Deco Weekend (13-15) Dr. Martin Luther King Jr. Day Parade (16) Annual Miami Beach Jazz Festival (25-30) Miccosukee Indian Arts Festival (26-1) Miami Marathon and Half Marathon (29)	Miami Romance Month (1-28) Progressive Miami International Boat Show (16-20) Art Wynwood (16-20) Coconut Grove Art Festival (18-20) South Beach Wine & Food Festival (22-26)	Shop Miami Month (1-31) Winter Music Conference (TBD) Winter Party Festival (1-6) Calle Ocho Festival (12) Jazz in the Gardens Music Festival (18-19) Miami Open (3/20-4/6) Miami-Dade County Fair & Exposition (3/23-4/16) ULTRA Music Festival (24-26)	Miami Sports & Wellness Month (1-30) South Beach Comedy Festival (TBD) Life Time South Beach Triathlon (2) Miami Beach Gay Pride (7-9) MiFo LGBT Film Festival (21-30)	Miami Museum Month (1-31) All Kids Included Free Family Arts Festival (TBD) Haitian Compas Festival (TBD) Maison&Objet Americas (10-13) Aqua Girl (18-21) World OutGames Miami 2017 (26-4)	Miami Film Month (1-30) Coral Gables Restaurant Week (TBD) American Black Film Festival (ABFF) (TBD) Redland Summer Fruit Festival (TBD)	Miami Spa Month (1-31) International Hispanic Theater Festival of Miami (TBD) International Mango Festival (TBD) Miami Beach Bruthaz Conference, Miami Beach, FL (TBD) Historic Overtown Music Festival (TBD)	Miami Spa Month (1-31) Miami Spice Restaurant Program (1-30) Brazilian Film Festival of Miami (TBD) Miami Fashion Film Festival (TBD) Miccosukee's American Indian Day Event (TBD)	Major Events	

Advertising & Digital Marketing		2016							2017				
		October	November	December	January	February	March	April	May	June	July	August	September
US DOMESTIC				DIGITAL									
				SOCIAL									
INTERNATIONAL				DIGITAL									DIGITAL
US MULTICULTURAL (US HISPANIC / BLACK VISITORS)	PRINT												
				DIGITAL									
LGBT	PRINT												
				DIGITAL									
				SOCIAL									
WINTER WEATHER				DIGITAL									
				SOCIAL									
SUMMER TRAVEL								DIGITAL					
								SOCIAL					
REGIONAL CO-OP PROGRAMS	BAL HARBOUR												
ALWAYS ON MEDIA/WEB TRAFFIC & BOOKING	DIGITAL - ALWAYS ON RETARGETING												
	ALWAYS ON SOCIAL												
	SEARCH ENGINE MARKETING - CONSUMER												
CONSUMER BOOKINGS CO-OP							DIGITAL						
MEETINGS & CONVENTIONS	IMEX (MPI)			PCMA								ASAE	
	DIGITAL			DIGITAL				DIGITAL					
	TRADE SHOW/EXHIBIT + LEAD GEN [INCLUDES CVENT]												
	PRINT												
	SOCIAL												
SEARCH ENGINE MARKETING - MEETING PLANNER													
CONSUMER EMAIL NEWSLETTERS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	
MEETINGS EMAIL NEWSLETTERS				JAN			APR			JULY		SEP	