

2018 Partner Retreat Breakout Session Recap

Travel & Tourism Industry Sales

Gisela Marti,

Vice President, Marketing & Tourism

**MIAMI CURATORS:
*TRAVEL SHAKERS***



Travel Industry Sales Recap

Top mentioned cities & countries through live polling for overall sales initiatives (trade shows & sales missions)

Domestic & Canada

- Chicago
- Phoenix
- Nashville
- Atlanta
- Washington DC

LATAM & Caribbean

- Ecuador
- Peru
- Chile
- Central America
- Bahamas / Grand Cayman / Jamaica

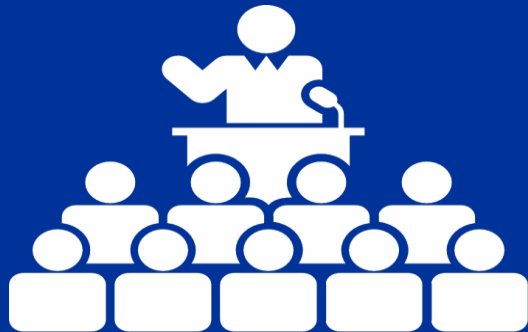
Travel Industry Sales Recap

Europe

- Spain
 - Portugal
 - Russia
 - Greece
-
- Emerging Markets
 - China
 - UAE
-
- Opportunity to continue to invite meeting planners to all international GMCVB sales missions

Convention Sales

- ***WHO? WHAT? WHEN? WHERE? WHY?***
 - ***THE FINAL COUNTDOWN***



Convention Sales Recap

Found in Miami moments are what set us apart from other destinations. Here's how our group thought to implement these experiences into a site visit or during a group's conference

- Surprise "305 Cafecito Time" breaks
- Coco Frio welcome cocktails
- Live Cigar Rollers
- Unique "perks" customized to client – i.e. Police Escorts through I-95 to get group to the airport
- Local "flavors" brought in as a parting gift during a site (Knaus Berry Farms, Panther Coffee, Salty Donut, etc.)

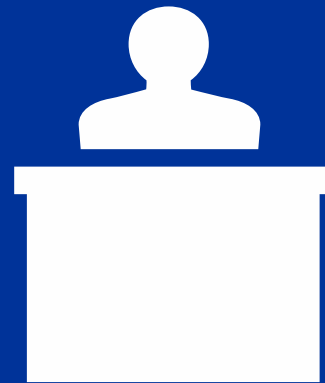


Convention Services

Patricia Bayona

Director of Meeting & Convention Services

HOW BUSINESS CAN BE “FOUND IN MIAMI”



Convention Services Recap

How Leads are “Found in Miami”

This session focused on Partnership, Convention Services and ROI.

We discussed the importance of our Partner’s presence on the GMCVB website and how valuable a Partner’s listing information is for them to be referred.

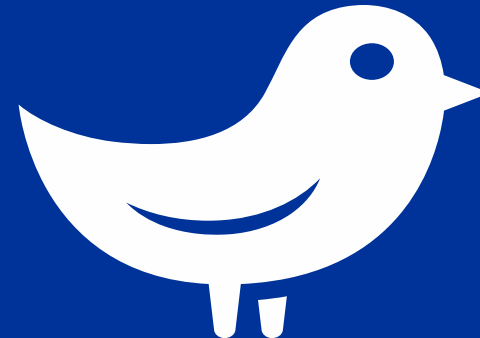
For example, the more in-depth the description, especially capacities for restaurants and specialized facilities, the more Convention Services can refer our Partners which results in ROI for them. The description should capture the meeting planner’s attention immediately so they don’t have to hunt for the information. It is equally important to keep their information relevant and current.

Let us know what sets you apart.

Media Relations

FOUND IN MIAMI 101 (FIM 101)

***LEVERAGING UNIQUE FOUND IN MIAMI STORIES
TO SECURE EARNED MEDIA COVERAGE***



Media Relations Recap

- FIM packages- Partners helping partners
 - Created by partners utilizing local assets in area to enhance their local experience and encourage extended stay
- “Think Small to be Big”
 - Bringing FIM moments on the road-to get them to go to you, you have to go to them
- Art programming to make art accessible to the masses through art exhibitions, live performances, etc. (i.e. MBCC, Shopping malls, hotels)
 - Create FIM instagrammable moments to engage social media
- “Care free, Car free”
 - highlighting new transportation infrastructure by showcasing free/new transport modes to access FIM moments with local social media influencers

Sports Tourism Marketing Film Industry Incentive

Jose Sotolongo

Associate Vice President, Sports Tourism

SPORTS TOURISM

EVERYONE SPEAKS THE LANGUAGE OF SPORTS

FILM & ENTERTAINMENT

- ***MAKING MORE THAN A GOOD IMPRESSION***



Sports Tourism Recap

- GMCVB partners want to interact with local sports organizations and events to share ideas and discuss potential business opportunities and collaborations
 - Create local meetings to bring together partners and sporting events and organizations on a regular basis
- GMCVB partners to share sporting events and groups in town for GMCVB calendar and promotional channels
 - It's important for all parties to know what events and groups are in town and spread the word that they chose Miami as their preferred destination
- Engage GMCVB partners to share resources and in regards to available space and venues on and off property
 - It's important to know what space we have available throughout Miami-Dade County to host sporting events and conferences ... i.e. fields, gym space, convention space, non-traditional venues and spaces

Film Recap

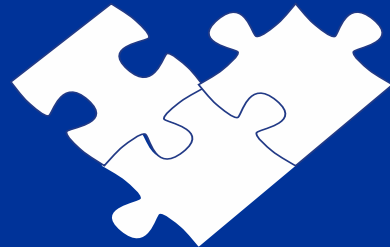
- Poll GMCVB members and partners to see how they can help support the film and productions industry
- Host film industry gatherings to showcase local filming locations and facilities throughout Miami-Dade County
- Schedule film scouts to tour Miami-Dade County for potential filming locations to showcase the range of Miami
- Create film resources and services offered by GMCVB partners on MiamiandBeaches.com
- Proactively reach out to international markets to extend reach to foreign filmmakers looking for US locations

Multicultural Tourism Development

Connie Kinnard

Vice President, Multicultural Marketing & Development

- *ART OF BLACK MIAMI*
- *TOURISM BUSINESS ENHANCEMENT*
- *SHOWCASING AND PROMOTING MIAMI'S
MULTICULTURAL JEWELS*



Multicultural Tourism Development Recap

Art of Black Miami

- Further expand our marketing and promotion efforts beyond Art week in an effort to be highlighted year round
- Expanding the AOBM platform beyond visual arts and including niche interests (i.e. marketing hip hop events to music communities)
- Maximize marketing exposure at gateways of connections such as the airport, port, etc.
- Elevate the brand nationally through efforts such as national sponsorships or exhibiting at key art festivals

Multicultural Tourism Development Recap

Tourism Business Enhancement

- Identified potential workshop ideas to include sponsorship opportunities, storytelling, finance management, marketing, and connecting to influencers
- Create interactive events for small businesses to network and formally showcase their businesses, services, and products to help build community synergy

Showcasing Miami's Multicultural Jewels

- Offering the Multicultural Guide in multiple languages
- Strengthen local marketing campaign throughout our initiatives and events to spur community ambassadorship

Advertising & Digital Marketing

Josie Llado

Associate Vice President, Advertising & Digital Marketing

MARKETING IN THE AGE OF INFINITE CHOICE

PREVIEW THE NEW MIAMI BEACHES.COM WEBSITE



Digital Marketing Recap

Marketing

- Promote Instagrammable Miami through Found in Miami approved Insta-locations and products
- Connect popular destinations with up-and-coming cultural destinations in Miami through website cross-promotion and curated itineraries
- Invite Influencers and partners to take over GMCVB social channels for a period of time

Website

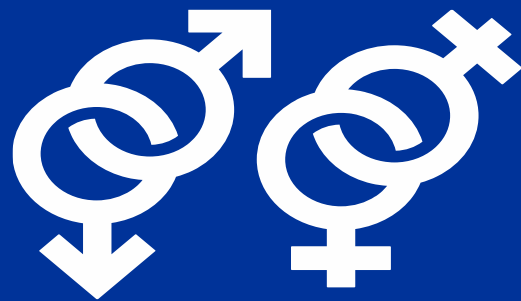
- Integrate live transportation content on MiamiandBeaches.com to assist visitors with wayfinding
- Allow users to rate their experiences directly on MiamiandBeaches.com, and allow that to influence the content that is served

LGBTQ & Cultural Marketing

George Neary

Associate Vice President, LGBTQ Marketing & Cultural Tourism

WTF?:
WHAT'S THE FUTURE?



LGBTQ Recap

- GMCVB to add diversity and inclusiveness in its advertising and throughout their platforms
- Partner with Gay Pride to highlight the additional visitors that attended Gay Pride utilizing Pole banners throughout the community
- Update and refresh the GMCVB current LGBTQ campaign and videos basing them on the Found in Miami new focus.
- Partnering with other cities like Manchester, England and Madrid who have great LGBTQ events; enhance the LGBTQ connection with Tel Aviv Pride; create a presence for Miami at NYC World Pride 50th Anniversary
- Promote and assist with planning the Symposium of the Americas which will be held at UM during Presidents weekend 2019 (200 attendees)
- Focus on LGBTQ families and kids on campaigns and advertising.
- Support the bid for the National Gay & Lesbian Chamber of Commerce annual conference August 2019.
- Enhance the partnership with Brand USA and encourage more LGBTQ presence in their program.

Cultural Tourism Recap

- GMCVB to help promote three international conferences in Miami: Creative Time Summit (October 2018 - arts & politics -1,200 attendees); Theater Communication Group Conference (June 2019 - 1000 attendees); National Arts Marketing Project Conference (November 2109 - 1000 attendees)
- GMCVB to capitalize on new airline routes by promoting the Arts in those new countries
- GMCVB to work with member organizations to encourage cultural organizations to more aggressively promote their arts events on our website.
- Promoting the online cultural calendar to the community for a one-stop shop for cultural activities.
- GMCVB to ensure that the arts are highlighted in Key Biscayne, Historic Virginia Key Park, The Lighthouse and Crandon Park.
- Charles Deering (Deering Estate) Film tomorrow night at 8:00 pm on PBS.
- GMCVB to participate in Arts Launch at the Arsht Center on September 8th

The logo for Greater Miami Convention & Visitors Bureau, featuring the word "MIAMI" in a stylized, white, outlined font on a teal background. The letters are composed of simple geometric shapes, with the 'M' and 'I's having a distinctive slanted top. A small trademark symbol (TM) is located at the bottom right of the word.

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

THANK YOU!