

PARTNERSHIP DEVELOPMENT PROGRAM OF WORK 2016/2017

OCTOBER 2016

October 14

Partnership Monthly Luncheon (The Gang, Wynwood, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

October 19

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

October 25

GMCVB Annual Meeting (Hard Rock Stadium, Miami, FL)

The GMCVB Annual Meeting is the largest event hosted each year by the Partnership Team. Typically more than 500 guests attend this industry event that includes a report on the past year's work as well as a look ahead to the next year. The event includes excellent networking opportunities, a corporate partner expo and lunch followed by the business meeting portion. The annual meeting will also serve to highlight the new stadium upgrades and name. The event will include live entertainment, a business expo and more. At the conclusion of the event, the printed GMCVB Annual Marketing Plan and Year and Review are distributed to guests.

October 28

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

NOVEMBER 2016

November 2

Partnership Monthly Luncheon (Miami Auto Museum, North Miami, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The

luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

November 9

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

November 10

New and Prospective Partner Breakfast (Homewood Suites Downtown/Brickell, Miami, FL)

This is a free breakfast networking event taking place quarterly. The breakfast networking events are open to both new, prospective and long-time partners and are hosted at area partner businesses/venues. The format of the breakfast includes an opportunity for guests to introduce themselves and provide door prizes for additional exposure.

November 16

Partnership Monthly Luncheon (La Jolla Ballroom, Coral Gables, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

November 18

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

DECEMBER 2016

December 6

Partnership Holiday Party (SLS Brickell, Brickell, FL)

Each year, a festive and fun holiday networking event is hosted at an area partner location from 6-8:30 p.m. and is open to partners and non-partners. The event is in partnership with the Greater Miami and Beaches Hotel Association and includes a toy drive and fundraiser for a local charity. At least one complimentary drink and appetizers are provided to guests along with live DJ Entertainment. Partners are encouraged to bring brochures and door prizes for additional exposure.

December 7**Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)**

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

December 13**Partnership Holiday Luncheon (Miccosukee Resort and Gaming, Miami, FL)**

Each year a larger capacity holiday networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. The Miccosukee Team will offer property tours and authentic heritage experiences. Partners are encouraged to bring brochures and door prizes for additional exposure.

December 16**Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)**

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

JANUARY 2017**January 11****Partnership Monthly Luncheon (Perricone's, Brickell, FL)**

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

January 12**Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)**

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

January 17

New Partner Orientation (GMCVB Office, Miami, FL)

This quarterly orientation opportunity is hosted at the GMCVB office from Noon- 1p.m.. This free new partner event provides the chance for new partners to meet and learn about each department to further understand how to best work with the various teams and maximize benefits and exposure. Advance registration and new partner status is required.

January 20

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

January 26

Partnership Networking Mixer and Vacation Planner Launch (Zest, Downtown Miami, FL)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure. This event will also serve to officially launch the 2016 Vacation Planner and Visitors Guide, in partnership with HCP Aboard Publishing.

FEBRUARY 2017

February DATE TBD

It's So Miami Wedding Showcase (Westin Colonnade Coral Gables, Coral Gables, FL)

GMCVB wedding-relevant partners have the opportunity to showcase their offerings to couples at this annual event that also serves to celebrate Miami Romance Month. The event will take place at the beautiful Coral Gables Country Club. Consumers will have the opportunity to interact with more than 50 wedding-relevant partners, including unique venues, hotels, restaurants, wedding retailers and more. Sweet and Savory samples are offered to guests along with the chance to win fabulous, valuable prizes.

February 8

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

February 9

Partnership Monthly Luncheon (La Fontana, Coral Gables, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal,

including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

February 15

Partnership Monthly Luncheon (Provident Doral at The Blue, Doral, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

February 22

New and Prospective Partner Breakfast (Washington Park Hotel, Miami Beach, FL)

This is a free breakfast networking event taking place quarterly. The breakfast networking events are open to both new, prospective and long-time partners and are hosted at area partner businesses/venues. The format of the breakfast includes an opportunity for guests to introduce themselves and provide door prizes for additional exposure.

February 24

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

MARCH 2017

March 8

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

March 9

Partnership Monthly Luncheon (The Falls, Miami, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

March 30

Partnership Networking Mixer (Fung Ku, South Beach, FL)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

March 31

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

APRIL 2017

April 5

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

April 6

Partnership Monthly Luncheon (Location TBD)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

April 13

New and Prospective Partner Breakfast (Location TBD)

This is a free breakfast networking event taking place quarterly. The breakfast networking events are open to both new, prospective and long-time partners and are hosted at area partner businesses/venues. The format of the breakfast includes a brief overview of the partnership benefits along with a checklist of what new partners should do to become active and engaged with their benefits. Partners are encouraged to bring brochures and door prizes for additional exposure.

April 27

Partnership Networking Mixer (Hotel Indigo, Miami Lakes, FL)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

April 28

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

MAY 2017

May 5

GMCVB Annual State of the Industry Breakfast (Location TBD) This annual much anticipated event provides a forum for the GMCVB President to provide industry updates to partners and key community stakeholders. The annual research report is released at this event.

May 2

New Partner Orientation (GMCVB Office, Miami, FL)

This quarterly orientation opportunity is hosted at the GMCVB office from Noon- 1p.m.. This free new partner event provides the chance for new partners to meet and learn about each department to further understand how to best work with the various teams and maximize benefits and exposure. Advance registration and new partner status is required.

May 10

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

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May 16

Partnership Monthly Luncheon (Devon Steakhouse, Kendall, FL)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

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Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

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May 25

Partnership Networking Mixer (AC Hotel, Miami Beach, FL)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

JUNE 2017

Annual Partner Retreat (Date and Location TBD)

This will be the fourth year for the GMCVB senior staff to host a GMCVB Partner Marketing & Planning retreat. The retreat offers the opportunity for the GMCVB to share results of the current year's efforts as well as a forum for partners to provide feedback and suggestions on the upcoming year's marketing plans. The format of the half-day event includes a breakfast general session followed by breakout sessions, and wraps up with a summary of the day's discussions that are presented during a working lunch program. This annual retreat is free for GMCVB partners.

June 14

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partner. Advance registration required as space per session is limited.

June 15

Partnership Monthly Luncheon (Location TBD)

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June 23

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

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Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

June 29

Partnership Networking Mixer (Habitat Brickell Residence, Brickell, Miami, FL)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

JULY 2017

July 12

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

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July 13

Partnership Monthly Luncheon (Location TBD)

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July 20

GMCVB Promo Product Partner Table Top Expo (701 Brickell Conference Center, Miami, FL)

This is a free breakfast event taking place annually, providing GMCVB promotional product companies the opportunity to showcase the latest products and items available to both partners and GMCVB staff.

July 27

Partnership Networking Mixer (Location TBD)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

July 28

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of

Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

AUGUST 2017

August 10

Partnership Monthly Luncheon (Location TBD)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

August 16

Miami Begins with Me Customer Service Champion Training (GMCVB Office, Miami, FL)

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August 25

Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

August (DATE TBD)

Annual Partner Expo and Luncheon (Location TBD)

This widely popular and well attended annual table top expo is open to all partners, pending space availability. The format of the luncheon is a two hour trade show/expo followed by a featured speaker presentation. Tons of valuable prizes are awarded and hundreds of guests interact with more than 70 expo partners.

SEPTEMBER 2017

White Glove Concierge Awards Luncheon (date and location TBD)

This annual awards luncheon recognizes the best of the best in hotel concierge employees in Miami Dade County. In partnership with the Southern Florida Concierge Association, this effort includes a nomination and judging process, culminating in this special recognition luncheon. This event is invitation only.

September 7

Partnership Monthly Luncheon (Location TBD)

Each month, a networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. The luncheons are exclusively open to partners. The cost is only \$20 for a delicious three-course meal, including tax and tip. The luncheons provide partners with the opportunity to introduce themselves individually to event attendees. Corporate Partners are offered to be featured speakers at these events. All Partners are encouraged to bring brochures and door prizes for additional exposure.

September 14

New and Prospective Partner Breakfast (Location TBD)

This is a free breakfast networking event taking place quarterly. The breakfast networking events are open to both new, prospective and long-time partners and are hosted at area partner businesses/venues. The format of the breakfast includes a brief overview of the partnership benefits along with a checklist of what new partners should do to become active and engaged with their benefits. Partners are encouraged to bring brochures and door prizes for additional exposure.

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September 28

Partnership Networking Mixer (Location TBD)

Each month, one free evening networking event is hosted at an area partner location from 6-8 p.m. These mixers are open to partners and non-partners and are in an informal social setting. Guests enjoy a complimentary drink and passed appetizers while networking. Partners are encouraged to bring brochures and door prizes for additional exposure.

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Miami Begins with Me Customer Service Champion Training (LGBT Visitor Center, South Beach, FL)

This is a three-hour free education seminar offered to GMCVB partners to further their knowledge of the Greater Miami Destination by highlighting four topics: The Impact of Tourism and Key Events; Miami's History, Heritage and Neighborhoods; Miami's Amazing Attractions and Key Destinations and a Customer Service Refresher. Continental breakfast is provided and graduates receive a Certificate of Completion, Certification Pin and a packet of special offers from participating partners. Advance registration required as space per session is limited.

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional opportunistic activities are considered throughout the year and others may be subject to change.

PARTNERSHIP DEVELOPMENT CONTACTS

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