



# GMCVB 2017/2018 Program of Work\* at a Glance (programs subject to change – last updated October 27, 2017)

	OCTOBER 2017 Miami Now	NOVEMBER 2017 Miami Live Arts Month	DECEMBER 2017 Miami Heritage Month	JANUARY 2018 Miami Cruise Month	FEBRUARY 2018 Miami Romance Month	MARCH 2018 Shop Miami Month	APRIL 2018 Miami Sports & Wellness Month	MAY 2018 Miami Museum Month	JUNE 2018 Miami Film Month Miami Hotels Month	JULY 2018 Miami Spa Month Miami Hotels Month	AUGUST 2018 Miami Spa/Spice Month Miami Hotels Month	SEPTEMBER 2018 Miami Spice Month Miami Hotels 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 MBCC Miami Travel Agent Forum, Miami, FL (2-4) Air Mer Terre Fall Trade Show, in various cities in Quebec, Canada (2, 3, 4, 10, 11 & 16) Visit USA UK Roadshows, Edinburg, Liverpool & Reading, England (3-5) MBH New York Trade Show and Sales Calls, New York, NY (3-5) MBH Canadian Sales Mission, Toronto and Montreal, Canada (3-7) MBH MBCC GoGo Vacations Travel Showcase, Atlantic City, NJ (10) Visit USA Ireland Workshop, Cork & Dublin, Ireland (10-11) MBH Discover America Sweden, Gothenburg, Sweden (11) TTG Incontri, Rimini, Italy (12-14) MBH Cruise Planners International Convention, Cancun, Mexico (15-19) Peninsula Trade Show, Southern California (San Diego, Ontario and Pasadena) (17-19) MBH Central America Sales Mission, Costa Rica, Guatemala & Panama (23-27) Peninsula Trade Show, Northern California, Sacramento, San Jose and Fresno, CA (24-26) ITB Asia, Singapore (25-27) FIT America Latina, Buenos Aires, Argentina (28-31) MBH	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Cruise Planners Annual Conference, TBA (5-8) World Travel Market, London, England (6-8) MBH GoGo Vacations Travel Showcase, Long Island, NY (8) FESTURIS Gramado, Gramado, Brazil (9-12) MBH Cruise World Travel Weekly Home Based Agents, Ft. Lauderdale, FL (15-17) MBH Travel Impression Best of the Best, Punta Cana (16-19) MBH Russia Sales Mission (16-25) Northeast Sales Mission, Key Northeast Cities (27-30) MBH MBCC Global Meetings & Incentive Exhibition (IBTM) Barcelona, Spain (28-30) MBH MBCC	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Bahamas Sales Mission (5-7)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Reiselivmessen/Oslo, Norway (12-14) MBH Florida's Beaches Partnership at Reiselivmessen, Oslo, Norway (12-14) Discover America Sweden, Stockholm, Sweden (16) Feria Internacional de Turismo (FITUR) Madrid, Spain (17-21) MBH AAA Great Vacations, Columbus, OH (19-21) MBH Matka, Helsinki, Finland (18-21) Visit USA Switzerland Workshop, Zurich, Switzerland (31) MBH New York Times Travel Show, New York, NY (26-28) MBH Mexico Meeting Planner Mission, Mexico City, Mexico (29-1) MBH Visit USA Switzerland Workshop, Zurich, Switzerland (31)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC LA Trade Show, Los Angeles, CA (TBD) MBH MBCC Boston Globe Travel Show (9-11) MBH Connect Travel Marketplace, Atlanta, GA (18-20) Florida's Beaches Partnership/Ferie for Alle, Henning, Denmark (23-25) MBH Toronto Golf Show, Toronto, Canada (22-24) Vitrina Turística - ANATO 2018, Bogota, Colombia (21-23) MBH	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Brand USA China Sales Mission, Beijing, Shanghai & two other cities (TBD) Swanson's Long Haul Day, Osby, Sweden (3) MBH Florida's Beaches Partnership at Swanson's Long Haul Day, Osby, Sweden (3) Visit USA Italy Showcase, Venice, Italy (3-6) MBH FDM Travel, Copenhagen, Denmark (4) MBH Florida's Beaches Partnership at FDM Travel, Copenhagen, Denmark (4) Discover America Denmark – USA Travel Show, Copenhagen, Denmark (5) International Tourism Bourse (ITB), Berlin, Germany (7-11) MBH Cruise Shipping, Ft. Lauderdale, FL (6-8) MBH Visit USA Unites 2018, London, UK (15) Argentina and Chile Sales Mission, Buenos Aires and Cordoba, and Santiago (19-23) MBH MBCC	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Chicago Trade Event (TBD) Alliance of Westchester Travel Agencies, New Rochelle, NY (3-4) MBH MBCC World Travel Market Latin America, Sao Paulo, Brazil (3-5) MBH Germany-Netherlands Sales Mission, Dusseldorf, Duisburg, Hannover, Frankfurt & Amsterdam (16-20) MBH Cruise360, Ft. Lauderdale, FL (17-23) MBH Colombia Sales Mission, Bogota, Medellin & Cali (23-27) MBH	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC American Airlines Product Launches, Los Angeles & Chicago (TBD) GoGo/Flight Centre Tradeshows, Northeast (TBD) Long Island Travel Agent Association Show, Long Island, NY (2-3) Caribbean Sales Mission, Barbados and Trinidad (7-10) Florida Road Show, Naples, Tampa, St. Petersburg/Clearwater and Orlando (7-11) MBH IPW, Denver, CO (19-23) MBH MBCC	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Visit USA UK Independence Ball, London, UK (6)	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Brazil Sales Mission, Sao Paulo, Rio de Janeiro and Belo Horizonte (13-17) MBH Mexico Sales Mission, Mexico City, Monterrey and Merida (27-31) MBH IAGTO (International Association of Golf Tour Operators, Central Oregon (24-27) UK-Ireland Sales Mission, London and Dublin (25-29) MBH	Ongoing Europe, Latin America & Caribbean Familiarization Tours Ongoing Sales Calls by in-market representatives MBCC Peninsula Trade Show, Various Cities (TBD) Discover America Sweden, Malmo, Sweden (TBD) International French Travel Market (IFTM), Paris, France (TBD) MBH Brand USA India Sales Mission, New Dehli, Mumbai and other cities (TBD) La Cita, St. Petersburg, FL (9-4) MBH Northeast Sales Mission, Key Northeast Cities (10-14) MBH MBCC Scandinavia Sales Mission, Sweden, Denmark & Norway (17-21) MBH MBCC	<b>Travel Industry Sales</b>	
	MBH – Miami Boutique Hotels integration → Partner Participation MB Brochure Distribution MBCC – Miami Beach Convention Center Showcase Promotional Prizes												
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Media Relations & Promotions  &  Boutique & Lifestyle Hotels/Film, Fashion & Entertainment  Contact: 305-539-3084 Media@GMCVB.com	October Media Newsletter America's Worldwide Exhibition for Incentive Travel Meetings & Events (IMEX) America Media Engagement, Las Vegas, NV (1-12) <b>MBCC</b> "Miami Carnival" Press Visit (5-9) <b>MBCC</b> TTG Incontri, Rimini, Italy (12-14) Art Culture and Architecture Cross Market Press Tour (18-22) Latin American "Bucket List Miami" Soft Adventures Press Trip (24-28) Produced by NY, New York, NY (28) SAS Inaugural Flight Press Tour (29) 62 <sup>nd</sup> Society of American Travel Writers Conference & Media Marketplace, Portland, OR (29-3)	November Media Newsletter Miami Live Arts Month (1-30) EL AL Inaugural Flight Press Tour (1-4) World Travel Market (WTM) London, UK (6-10) Financial & Insurance Conference Planners (FICP) Annual Conference, Nashville, TN (9-12) Miami Book Fair International Media Visits (12-19) Italy/France Roadshow/Event (13-17) International Association of Exhibits & Events (IAEE) Expo, San Antonio, TX (26-28) IBTM World, Barcelona, Spain (28-30)	December Media Newsletter What's New in Greater Miami and the Beaches Release Winter Miami Heritage Month (1-31) American Airlines - Miami/Cartagena Press Tour (TBD) Brightline South Florida Press Tour (TBD) Art of Black Miami/Multicultural Press Trip (4-9) Art Basel Miami Beach Media Visits (9-10) <b>MBH MBCC</b> Air France/Four Seasons French Press Tour (13-17)	January Media Newsletter Miami Cruise Month (1-31) Winter PR Stunt, Northeast (TBD) New York Media Reception & Mission, New York, NY (TBD) The National Association of Television Programming Executives, Miami Beach, FL (16-18) <b>MBCC</b> FITUR Spain, Madrid, Spain (17-21) ReelScreen Summit, Washington, DC (28-31)	February Media Newsletter Miami Romance Month (1-28) BIT International Tourism Exchange, Milan, Italy (11-13) Vitrina Turística - ANATO 2018, Bogota, Colombia (21-23) South Beach Food & Wine Festival Media Visits (22-26)	March Media Newsletter What's New in Greater Miami and the Beaches Release Spring Shop Miami Month (1-31) LGBT "Winter Party 25 <sup>th</sup> Edition" Cross Market Press Tour (2-6) 2018 International Tourism Bourse (ITB), Berlin, Germany (7-10) Miami International Film Festival Media Visits (9-18) German Media Mission/Roadshow, Hamburg and Munich (12-14) Winter Music Conference, Miami Beach, FL (23-25) <b>MBH</b>	April Media Newsletter Miami Sports & Wellness Month (1-30) National Association of Broadcasters (NAB), Las Vegas, NV (TBD) <b>MBH</b> World Travel Market (WTM) Brazil (3-6) Tribeca Film Festival, New York, NY (19-30) <b>MBH</b> Emerge, Miami, FL (23-24)	May Media Newsletter Miami Museum Month (1-31) Pan European Press Tour 1 "Found in Miami" (9-13) LE Miami, Miami Beach, FL (17-20) <b>MBH</b> IPW, Denver, CO (19-23) <b>MBCC</b> Travel Media Association of Canada (TMAC) AGM & Conference, Victoria, British Columbia, Canada (30-3)	June Media Newsletter What's New in Greater Miami and the Beaches Release Summer Miami Film Month (1-30) Found in Miami PR Stunt, New York, NY (TBD) Produced by Conference, Los Angeles, CA (TBD) <b>MBH</b> American Black Film Festival, Miami, FL (TBD) Cross Market Found in Miami Press Tour (TBD)	July Media Newsletter Miami Spa Month (1-31) Miami Hotels Month (1-31) Miami Spa Month Media Visits (TBD) Latin American "Romantic Couples Getaway - Love is Love" Press Tour (TBD)	August Media Newsletter Miami Spa Month (1-31) Miami Spice Restaurant Program (1-31) Miami Hotels Month (1-31) La Cita, Ft. Lauderdale, FL (TBD) <b>MBH</b> American Society of Association Executives (ASAE) Toronto, Canada (12-15)	September Media Newsletter What's New in Greater Miami and the Beaches Release Fall Miami Spice Restaurant Program (1-30) Miami Hotels Month (1-30) MBCC Grand Opening Celebration Meetings Media Fam (TBD) Toronto International Film Festival, Toronto, Canada (TBD) <b>MBH</b> "Flavor of Miami" Cross Market Press Tour (TBD) U.S. Press & Influencer Program Press Trip (TBD) Independent Film Week, New York, NY (TBD) International French Travel Market (IFTM), Paris, France (TBD) La Cita, St. Petersburg, FL (9-4) <b>MBH</b>	Media Relations & Promotions/Boutique & Lifestyle Hotels
Cultural Tourism/LGBT  Contact: 305-539-3083 George@GMCVB.com	Orgullo Festival, Miami, FL (1-15) <b>MBH</b> National Gay & Lesbian Task Force Recognition Dinner, Miami, FL (7)	Community Marketing Conference, San Francisco, CA (1-4) National Trust for Historic Preservation, Washington, DC (14-17) White Party, Miami, FL (22-27) <b>MBH</b>	International Conference on Gay & Lesbian Tourism, San Francisco, CA (1-3) Art Basel Miami Beach (7-10) <b>MBH</b>	Art Deco Weekend, Miami Beach, FL (12-14)	Wynwood Art Fair (15-19) <b>MBH</b> Gay8 Miami, Little Havana, FL (18) Pride Fest 2018, Ft. Lauderdale, FL (25) <b>MBH</b> Winter Party, Miami, FL (28-6)	The Armory Show, New York, NY (1-4) <b>MBH</b> Art Basel Hong Kong (22-24)	New York LGBT Tradeshow, New York, NY (TBD) <b>MBH</b> Miami Beach Gay Pride Parade/Festival/Expo, Miami Beach, FL (6-8) MiFo LGBT Film Festival, Miami, FL (20-29) <b>MBH</b>	Miami-Dade Gay & Lesbian Chamber of Commerce Gala, Miami Beach, FL (TBD) Context Art Fair, New York Pier 94 (2-6) International Gay & Lesbian Travel Association Meeting Expo, Toronto, Canada (9-12) <b>MBH</b> 11 <sup>th</sup> Annual Community Marketing Conference, New York, NY (16) Florida Trust for Historic Preservation Annual Conference, Tallahassee, FL (17-19) Aqua Girl, Miami, FL (17-20) Sizzle Miami, Miami, FL (26-28) Gay Days Expo, Orlando, FL (31-3)	Art47Basel, Basel, Switzerland (14-17) <b>MBH</b>	Gay Pride/World Pride, Toronto, Canada (24) Equality Forum, Philadelphia, PA (25-28)	Miami/Germany Spartacus Magazine Partnership, Berlin and across Germany (TBD) <b>MBH</b> Montreal Pride, Montreal, Canada (11-17) 11 <sup>th</sup> Annual Gay and Lesbian Tourism Conference, Buenos Aires, Argentina (16-19) Pridelines Youth Services Gala, Miami, FL (18) National Gay & Lesbian Chamber of Commerce Annual Meeting, Las Vegas, NV (25-29)	The Houston Art Fair, Houston, TX (TBA) 25 <sup>th</sup> International Gay & Lesbian Business & Entertainment Expo, New York, NY (TBD) <b>MBH</b> Key West Women's Festival, Key West, FL (8-11)	Cultural Tourism/LGBT
<b>MBH</b> – Miami Boutique Hotels integration → Partner Participation  Brochure Distribution <b>MBCC</b> – Miami Beach Convention Center Showcase  Promotional Prizes													* Does not include significant amount of yet to be scheduled activities.

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Multicultural Tourism & Development  Contact: 305-539-3123 Connie@GMCVB.com	Miami Broward Carnival (8) Revolt Conference RMC, Eden Roc, Miami Beach, FL (12-15) Museum Association of the Caribbean (23-25)	Miami Live Arts Month (1-30) Florida African American Heritage 2016 Statewide Meeting and Workshop (TBD) Art of Black Miami Kickoff (16)	Miami Heritage Month (1-31) Multicultural Press Fam (1-5) Bahamas Sales Mission (5-7) Art of Black Miami (7-10)	Miami Cruise Month (1-31) 25th Annual Dr. Martin Luther King Jr. Unity Scholarship Breakfast (15)	Miami Romance Month (1-28) Black History Month Heritage Community Tour (TBD) Lyric Live All Star (2) ABFF Honors & Awards (25)	Shop Miami Month (1-31) Annual Calle Ocho Music Festival (1.1) Jazz in the Gardens (17-18)	Miami Sports & Wellness Month (1-30) Tourism Business Enhancement Program Summer (3 months' program)	Miami Museum Month (1-31) Haitian Heritage Month Celebration (1-31) Tourism Business Enhancement Program Summer National Academy Foundations/Academy of Hospitality & Tourism Student Conference (TBD) HOT Challenge Golf Tournament Fundraiser (TBD) Taste of Haiti (TBD) Caribbean Sales Mission, Barbados and Trinidad (7-10) Haitian Compas Festival (19-20) Best of the Best Concert (27)	Miami Film Month (1-30) Miami Hotels Month (1-30) Taste of the Caribbean (2-6) American Black Film Festival (ABFF) (13-17) Pillars Award Scholarship Luncheon Office of the Chair Miami-Dade Black Affairs Advisory Board (15) Jamaica Sales Calls, Kingston (19-22)	Miami Spa Month (1-31) Miami Hotels Month (1-31) National Association of Black Hotel Owners, Operators & Developers (NABHOOD), Marriott Biscayne Bay (TBD) DMAI Annual Meeting (10-13) Historic Overtown Music Festival (21)	Miami Spa Month (1-31) Miami Spice Month (1-31) Miami Hotels Month (1-31) Tourism Business Enhancement Program Summer (Various Dates)	Miami Spice Month (1-30) Miami Spice Month (1-30) Congressional Black Caucus (19-23) Richmond Heights Historic Anniversary Weekend (29-1)	Multicultural Tourism & Development
Marketing & Creative Services  Contact: 305-539-3066 Madeleine@GMCVB.com	Miami Now* - post-storm recovery (1-31) Greater Miami & The Beaches Calendar of Events for October - December 2017  *Miami Now: Program offering amazing deals at hotels, restaurants, spas, attractions, museums and more.	8th Annual Miami Live Arts Month (1-30)	4th 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 2018	5th Annual Miami Cruise Month (1-31)	8th Annual Miami Romance Month (1-28)	6th Annual Shop Miami Month (1-31) Greater Miami & The Beaches Meeting Planner	6th Annual Miami Sports & Wellness Month (1-30) Greater Miami & The Beaches Calendar of Events for May-August 2018	10th Annual Miami Museum Month (1-31)	7th Annual Miami Film Month (1-30) 2nd Annual Hotels Month/Miami Summer Temptations (1-30) Greater Miami & The Beaches Family Fun Guide	11th Annual Miami Spa Month (1-31) 2nd Annual Hotels Month/Miami Summer Temptations (1-30)	11th Annual Miami Spa Month (1-31) 17th Annual Miami Spice Restaurant Program (1-30) 2nd Annual Hotels Month/Miami Summer Temptations (1-30) Multilingual City Guides in English, Spanish, Portuguese, French, German, Italian, Russian and Chinese	17th Annual Miami Spice Restaurant Program (1-30) 2nd Annual Hotels Month/Miami Summer Temptations (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: ITF Senior World Tennis Championships, Miami Beach (29-12) Miami Broward Carnival (9/30-10/8)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, Miami Seaquarium, Ocean Drive/Lincoln Road, Downtown/Bayside, Bal Harbour Shops Hotel Surveys: Art Basel Event Attendee Surveys: Miami International Book Fair (12-19)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Dadeland, TEVA, CocoWalk/Mayfair, Ocean Drive/Lincoln Road, Downtown/Bayside, Bal Harbour Shops Hotel Surveys: Quarterly Hotel Outlook Survey Special Event Surveys: Art Basel Survey Hotel Surveys: Christmas, New Year's Eve, Orange Bowl Event Attendee Surveys: Art of Black Miami (7-10) Design Miami Beach (7-10)	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 Surveys: Art Deco Weekend, Miami Beach (12-14)	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 (17-19) South Florida Food & Wine Festival (21-25) Winter Party Festival (28-6)	400 Visitor Surveys: Ft. Lauderdale Airport, Miami International Airport, Jungle Island, Ocean Drive/Lincoln Road, Sunny Isles Beach Hotel Surveys: Easter Ultra-Music Festival Special Event Surveys: Carnival on the Mile (3) Calle Ocho Festival (1.1) Jazz in the Gardens (17-18)	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 (6-8) Miami International Agriculture & Cattle Show (13-15)	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 (TBD)	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 (13-17) Marketing Retreat (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: Historic 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 (1) City Bikes Ironman 70.3 (22) Miami Beach Halloween Half Marathon (29) ITF Senior World Tennis Championships, Miami Beach (29-12) Travel Events & Management in Sports (TEAMS) Orlando, FL (31-2)	North American Soccer League (NASL) Semifinal Game, Miami, FL (5) Pan American International Karate Tournament (11-12) Mack Cycle Half Ironman (12) NASCAR Ford Championship Weekend, Homestead, FL (18-20) Shell Championship - PGA Tour Latin America Championship, Miami, FL (30-3)	HoopHall Miami Invitational NCAA Basketball Tournament, Miami, FL (3) Doral Publix Junior Golf Classic, Doral, FL (17-19) South Beach International Amateur Golf Tournament, Miami Beach, FL (19-22) Capital One Orange Bowl, Hard Rock Stadium, FL (30)	Race of Champions, Marlins Park (TBD) IASF Sailing World Cup Miami, Coconut Grove, FL (20-22) Miami Marathon and Half Marathon Weekend, Miami, FL (26-28)	Monster Jam at Marlins Park / Miami, FL (17-18) 24-Hour Ultra Skate at Homestead-Miami Speedway / Homestead, FL (24-25) Magic City Longboard Garage Race / Miami, FL (25)	Michelob Ultra Miami Beach 13.1 Marathon (4) Key Biscayne Half Marathon (18) Miami Open presented by Itaú, Key Biscayne, FL (19-1)	Miami Sports and Wellness Month Temptations Program (1-30) Longines Global Champions Tour Equestrian Jumping Show, Miami Beach, FL (12-13) Miami International Agriculture, Horse & Cattle Show, Miami, FL (13-15) LifeTime South Beach Triathlon (15) National Association of Sports Commissions Symposium (NASC), Minneapolis, MN (23-26)	Continue working with PASO, the Beacon Council and Miami-Dade County mayor's office to finalize PASO Headquarters move to Miami from Mexico City Sportel Sports Decision Makers Summit, South Beach, FL (15-16) Florida Sports Foundation Annual Meeting, Location TBA (23-25)	Windhaven Insurance Orange Bowl Paddle Championships, Key Biscayne, FL (TBD)	Continue working with CONCACAF and Miami-Dade mayor's office on finalizing permanent headquarter location	Continue working on "Basketball City" concept with private investor and City of Miami Parks ConnectSports Marketplace, Salt Lake City, UT (20-22)	Work with Orange Bowl to begin promotion of Miami as one of the two NCAA Football Semi-Final sites	Sports Tourism & Marketing

	OCTOBER 2017 Miami Now	NOVEMBER 2017 Miami Live Arts Month	DECEMBER 2017 Miami Heritage Month	JANUARY 2018 Miami Cruise Month	FEBRUARY 2018 Miami Romance Month	MARCH 2018 Shop Miami Month	APRIL 2018 Miami Sports & Wellness Month	MAY 2018 Miami Museum Month	JUNE 2018 Miami Film Month Miami Hotels Month	JULY 2018 Miami Spa Month Miami Hotels Month	AUGUST 2018 Miami Spa/Spice Month Miami Hotels Month	SEPTEMBER 2018 Miami Spice Month Miami Hotels Month	
Partnership Development  Contact: 305-539-3069 Members@ GMCVB.com	Partnership Networking Mixer, GameTime (4) Partnership Networking Luncheon at The Falls/ Macy's (12) Miami Begins with Me Customer Service Champion Training, GMCVB office (17) Partner Breakfast at Hampton Inn Midtown (19)	Annual Meeting @ Loews Hotel (1) Partnership Monthly Luncheon at Angelique Euro Restaurant (9) Miami Begins with Me Customer Service Champion Training, GMCVB office (14) Partnership Breakfast at National Hotel, Miami Beach (16) Partnership Networker Luncheon at Brava (29)	Partnership Networker Luncheon at Doral InterContinental, Doral (6) Miami Begins with Me Customer Service Champion Training, GMCVB office (12) Partnership Holiday Mixer at Saks City Center (13) Partner Breakfast at Holiday Inn Miami Airport (19)	Partnership Networking Mixer at Baoli (TBD) Partnership Networking Luncheon at Macy's Aventura Mall (10) New Partner Orientation (17) Miami Begins with Me Customer Service Champion Training, GMCVB office (23) Partnership Networking Mixer and Vacation Planner Launch at Rusty Pelican (31)	Partnership Networker Luncheon at Zoo Miami (8) Miami Begins with Me Customer Service Champion Training, GMCVB office (13) Partnership Breakfast at EB Hotel (15) It's So Miami Wedding Showcase at Hotel Colonnade (24) Partnership Networking Mixer at Numero 28 (28)	Partnership Networker Luncheon at Sole on the Ocean, Miami Beach (9) Miami Begins with Me Customer Service Champion Training, GMCVB office (13) Partnership Networker Luncheon at Milos, Miami Beach (15) Partnership Monthly Networking Mixer at Playtime Watersports Cruise (22)	Sports and Wellness Kick Off (TBD) Partnership Networking Luncheon, 94th Aero Squadron, Miami (5) Miami Begins with Me Customer Service Champion Training, GMCVB office (10) New Partner Orientation (18) Partnership Networking Luncheon at Planet Air Sports (25)	Annual State of the Industry Breakfast, Frost Science Museum (5) Partnership Monthly Luncheon, Casabe 305 (9) Miami Begins with Me Customer Service Champion Training, GMCVB office (15) Partnership Networking Luncheon at Deering Estate (23)	Annual Partner Marketing & Planning Retreat, (TBD) Partnership Networker Luncheon at Brasserie Brickell Key (6) Miami Begins with Me Customer Service Champion Training, GMCVB office (12) Partnership Networker Mixer, Location TBD (28)	Partnership Networking Luncheon, Courtyard Coral Gables (11) Miami Begins with Me Customer Service Champion Training, GMCVB office (17) Promotion Product Partner Expo (18) Partnership Networking Mixer, Location TBD (25)	New Partner Orientation (1) Partnership Networking Luncheon, Location TBD (9) Miami Begins with Me Customer Service Champion Training, GMCVB office (14) Annual Partner Luncheon and Expo at Jungle Island (23) Partnership Monthly Networking Mixer, Location TBD (29)	White Glove Award Luncheon (TBD) Partnership Monthly Luncheon, Location TBD (7) Miami Begins with Me Customer Service Champion Training, GMCVB office (18) Partnership Breakfast, Location TBD (20) Partnership Networker Mixer, Location TBD (26)	Partnership Development
Convention Sales & Services  Contact: 305-539-3074 MariaD@ GMCVB.com	ASAE Annual Summit Awards Dinner, Washington, DC (4) FSAE Education Expo, Tallahassee, FL (4) MBCC IMEX Americas Worldwide Exhibition for Incentive Travel Meetings and Events, Las Vegas, NV (10-12) MBCC Fall Venue Review (12-15) Life Insurance Marketing and Research Association (LIMRA) Annual Meeting, National Harbor, MD (22-24) MBCC Northeast Sales Blitz, New Jersey and Pennsylvania (25-27) Travel Events & Management in Sports (TEAMS) Orlando, FL (31-2)	Georgia Association of Meeting Professionals International (GAMPI), Cumming, GA (6) MBCC Professional Conference Management Association (PCMA) Capital Chapter Annual Meeting, Washington, DC (6) MBCC Financial & Insurance Conference Planners (FICP) Annual Conference, San Diego, CA (12-15) MBCC Nursing Organizations Alliance (NOA), Birmingham, AL (16-18) MBCC International Association of Exhibits & Events (IAEE Expo Expo), San Antonio, TX (28-30) MBCC HPN Global Partner Conference, San Francisco, CA (29-1) National Coalition of Black Meeting Planners (NCBMP), Oakland, CA (29-2) MBCC	CVB Reps Holiday Reception, Washington, DC (TBD) Tallahassee Client Holiday Party Tallahassee, FL (7) Elite Meetings Alliance, Orlando, FL (9-12) CONNECT DC, Washington, DC (13) Association Forum of Chicagoland - Holiday Showcase, Chicago, IL (14) MBCC	Healthcare Convention & Exhibitors Association (HCEA) (TBD) Professional Convention Management Association (PCMA), Nashville, TN (7-10) MBCC Corporate Venue Review (18-21) MBCC	Collinson Diversity Summit, Portland, OR (4-6) MBCC Association Management Companies Institute (AMCI) Winter Meeting, Vancouver, BC (7-9) MBCC XSite, Tallahassee, FL (20) MBCC Northeast Sales Blitz, New York & New Jersey (27-1) MBCC Life Insurance Marketing and Research Association (LIMRA) Distribution Conference, Ponte Vedra, FL (28-2) MBCC	Destination International Spirit of Hospitality Reception (TBD) Spring Venue Review (TBD) Destination Showcase, Washington, DC (TBD) MBCC Experient Envision, Detroit, MI (14-16) MBCC ConferenceDirect Annual Partners Meeting & Trade Show, Los Angeles, CA (24-29) MBCC 14th Annual Pharma Forum, Philadelphia, PA (25-28)	Carolina's Sales Mission, Charlotte, NC (2-6) MBCC Chicago Mini Sales Blitz, Chicago, IL (10-12) Society of Independent Show Organizers (SISO) CEO Summit, Las Vegas, NV (16-19) ASAE Xperience Design Project, Washington, DC (19-20) MBCC ConferenceDirect Annual Partners Meeting & Trade Show, Los Angeles, CA (24-29) MBCC SITE TX Technology Summit, Miami, FL (26-28) Helms Briscoe Annual Business Conference, Orlando, FL (30-2) MBCC	Washington, DC/ Virginia Sales Blitz (TBD) Professional Convention Management Association (PCMA) Foundation Visionary Awards, Washington, DC (2) MBCC Connecticut Sales Blitz, Hartford/ Stamford, CT (15-17) MBCC Incentive Travel, Meetings, Event Exposition (IMEX) Annual Exhibition, Frankfurt, Germany (15-17) MBCC Northeast Sales Blitz, New York and New Jersey (16-18) Spring Venue Review (18-21) MBCC	Association Forum Association Week & Honors Gala, Chicago, IL (TBD) MBCC Minnesota MPI June Event, Minneapolis, MN (TBD) Cvent CONNECT, Las Vegas, NV (TBD) MBCC Meeting Professionals International (MPI) WEC, Indianapolis, IN (2-5) MBCC Society of Government Meeting Professional (SGMP) NEC & Expo, Norfolk, VA (5-8) MBCC MBCC Venue Review (7-10) MBCC Financial & Insurance Conference Planners (FICP) Education Forum, Vancouver, BC (11-13) MBCC Northeast Sales Blitz, New York and New Jersey (16-18) IBTM America, Hollywood, FL (14-16) MBCC Connecticut Sales Blitz, Hartford & Stamford, CT (26-28)	Fraternity Executives Association (FEA), San Diego, CA (5-9) MBCC Council of Engineering and Scientific Society Executives (CESSE), Pasadena, CA (10-12) MBCC Florida Society of Association Executives (FSAE), Ft. Lauderdale, FL (11-13) MBCC Destination International Annual Convention, Anaheim, CA (13-18) MBCC Texas Sales Blitz, Dallas, Austin & Houston, TX (23-28) MBCC	Healthcare Convention & Exhibitors Association (HCEA) (TBD) MBCC CVB Reps Summer Reception, Washington, DC (TBD) American Society of Association Executives (ASAE), Annual Meeting & Exposition, Chicago, IL (18-21) MBCC IncentiveWorks Meeting and Events Trade Show, Toronto, Canada (21-23) MBCC Boston Sales Blitz (21-24) MBCC Connect Marketplace (23-25) The Kellen Managers Summit Conference, Atlanta, GA (28-30) MBCC	Midwest Sales Blitz (TBD) Washington, DC Area Client Opportunities MBCC Focused mini-events (TBD) MBCC Boston Sales Blitz, Boston, MA (12-14) MBCC Fall Venue Review (20-23) MBCC MBCC Fall Venue Review (27-30) MBCC	Convention Sales & Services
Major Events	Miami Carnival (8) Revolt Music Conference (12-15) Grovetoberfest (14) City Bikes Ironman 70.3 Miami (22)	Santa's Enchanted Forest (11-2-1/7) Chamber South South Miami Art Festival (4-5) Downtown Miami Riverwalk Festival (11) Miami Book Fair International (12-19) NASCAR's Ford Championship Weekend (17-19) Sunny Isles Beach Jazz Festival (18) White Party Week (23-27)	Art Miami (5-10) Prizm Art Fair (5-17) Design Miami (6-10) Art Basel Miami Beach (7-10) Miccosukee Indian Arts & Crafts Festival (26-1) Capital One Orange Bowl Football Game (30)	South Beach Jazz Festival (5-7) Miami Jewish Film Festival (11-25) Miami Design Preservation League's Art Deco Weekend (12-14) Dr. Martin Luther King Jr. Day Parade (15) Miami Marathon and Half Marathon (28)	African-American History Month Art Wynwood (15-19) Progressive Insurance Miami International Boat Show (15-19) Coconut Grove Arts Festival (17-19) Food Network & Cooking Channel South Beach Wine & Food Festival (21-25) Winter Party Festival (2/28-3/6)	Calle Ocho Festival (11) Jazz in the Gardens Music Festival (17-18) The Youth Fair (3/14-4/8) Miami Open (3/19-4/1) Ultra Music Festival (23-25)	Miami Beach Gay Pride (7) South Beach Triathlon (15) OUTshine Film Festival (20-29)	Haitian Heritage Month All Kids Included Festival (5) Haitian Compas Festival (19-20)	Gay and Lesbian Pride Month Coral Gables Restaurant Week (TBD) American Black Film Festival (ABFF) (TBD) Redland Summer Fruit Festival (23-24)	Historic Overtown Music Festival (TBD) International Hispanic Theatre Festival of Miami (TBD) International Mango Festival (14-15)	IFE-ILE Afro-Cuban Dance Festival (TBD)	International Ballet Festival of Miami (TBD) Brazilian Film Festival of Miami (TBD) Miami Fashion Film Festival (TBD) Miccosukee Tribe Celebrates American Indian Day (TBD) Hispanic-Latino Heritage Month (9/15-10/15)	Major Events

PROGRAMS	2017			2018								
	October	November	December	January	February	March	April	May	June	July	August	September
DIGITAL ALWAYS ON MEDIA	DIGITAL - RETARGETING											
	SOCIAL - RETARGETING											
	PAID SEARCH											
				TRAVELZOO CO-OP								
	BRAND USA EXPEDIA INTERNATIONAL CO-OP											
FY18 CONSUMER CORE CAMPAIGNS* (DOMESTIC AND INTERNATIONAL)  *ALL CORE CAMPAIGNS TO HAVE CO-OP OPPORTUNITIES FOR PARTNERS				FOUND IN MIAMI WINTER <i>Chicago, NYC, DC, Boston, Atlanta, Philadelphia, Canada-English, Germany</i>								
				WINTER BOOKINGS - INCREASE YIELD								
							FOUND IN MIAMI FANTASIES <i>Chicago, NYC, DC, Boston, Atlanta, Philadelphia, Canada-English</i>					
							SPRING BOOKINGS - INCREASE YIELD & DRIVE VOLUME WITH ADDED VALUE PACKAGES					
										MAP ON TAP <i>Chicago, NYC, DC, Boston, Atlanta, Philadelphia, Canada-English, LATAM</i>		
									SUMMER BOOKING - DRIVE VOLUME W ADDED VALUE PACKAGES			
DIVERSITY MARKETING				AFRICAN AMERICAN - WINTER								
				AFRICAN AMERICAN - TOM JOYNER								
	AFRICAN AMERICAN- ART OF BLACK											
										US HISPANIC FAMILY		
				LGBTQ - FOUND IN MIAMI WINTER								
									LGBTQ PRINT			
TARGETED & REGIONAL PROGRAMS				ULTRA LUXE								
	BAL HARBOUR CO-OP PRINT											
										DT REGIONAL CO-OP DIGITAL		

Advertising & Digital Marketing