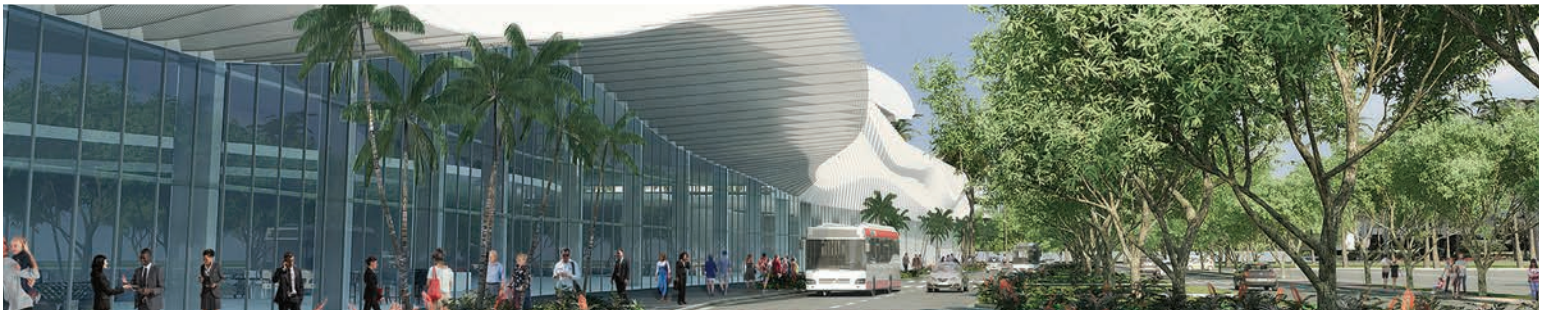


ADVERTISING & DIGITAL MARKETING PROGRAM OF WORK

2017 2018



MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches. CS02458

ADVERTISING & DIGITAL MARKETING

Program of Work 2017/2018

October 2017 – September 2018
U.S. Domestic Advertising

October 2017 – September 2018
Always On Advertising

October 2017 – September 2018
International Advertising

October 2017 – September 2018
LGBT Advertising

October 2017 – September 2018
Meetings Advertising

October 2017 – September 2018
CVENT Connect Advertising Program

October 2017 – March 2018
Multicultural Advertising

November 2017 – March 2018
LGBT Advertising

November 2017- March 2018
Winter Booking Campaign

November 2017 – December 2017
Co-op Advertising

January 2018 – March 2018
Co-op Advertising

February 2018 - July 2018
Spring Booking Campaign

May 2018 – August 2018
Co-op Advertising

May 2018 – September 2018
Summer Booking Campaign

June 2018 – August 2018
Multicultural Advertising

October 2017
Incentive Travel Meetings & Events (IMEX) Advertising Program

December 2017
International Association of Exhibitions and Events

January 2018
Professional Convention Management Association (PCMA) Advertising Program

August 2018
American Society of Executives (ASAE) Advertising Program

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



PARTNER BENEFITS & OPPORTUNITIES

Cooperative Advertising — The GMCVB offers partners the opportunity to participate in programs that help parties leverage their advertising dollars. Look for GMCVB Advertising Opportunities in the partner section of the Miami and Beaches website.

Online Advertising — Partners have an opportunity to purchase advertising on MiamiandBeaches.com as well as the Miami Insider consumer enewsletter. Look for GMCVB Advertising Opportunities in the partner section of the Miami and Beaches website.

Social Media — The GMCVB promotes Miami & the Beaches through social channels including Instagram, Facebook, Twitter, LinkedIn and more. To see a detailed overview of our social channels, look for the Social Media Opportunities in the partner section of the website.

Special Offers — Partners may post special offers through the Partner Extranet, which is accessible through MiamiandBeaches.com. Offers submitted by partners are featured on the website, email marketing, social media, and through paid media programs.

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