

# PARTNERSHIP DEVELOPMENT PROGRAM OF WORK

# 2017 2018



# MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

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

## **PARTNERSHIP DEVELOPMENT**

### **Program of Work 2017/2018**

#### **OCTOBER 2017**

##### **October 4**

##### **Partnership Networking Luncheon (GameTime, 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.

##### **October 12**

##### **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.

##### **October 17**

##### **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 19**

##### **New and Prospective Partner Breakfast (Hampton Inn Midtown Miami , 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 2017**

##### **November 1**

##### **GMCVB Annual Meeting (Loews Miami Beach Hotel, Miami Beach, 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.

## **November 9**

### **Partnership Monthly Luncheon (Angelique Euro Cafe, 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 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.

## **November 29**

### **Partnership Networking Luncheon (Adrienne Arsht Center-Brava, 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.

## **DECEMBER 2017**

### **December 6**

#### **Partnership Holiday Luncheon (Intercontinental Hotel-Doral, Doral, FL)**

Each December, a larger networking luncheon is hosted at an area partner location from 11:30 a.m.-1:30 p.m. and includes a Corporate Partner Expo. 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.

### **December 13**

#### **Partnership Holiday Party (Saks 5<sup>th</sup> Avenue, Brickell City Centre, 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 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 2018

### **January 10**

#### **Partnership Monthly Luncheon (Macy's Aventura Mall, Aventura, 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 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 23**

#### **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 31**

#### **Partnership Networking Mixer and Vacation Planner Launch (TBD, 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 2018 Vacation Planner and Visitors Guide, in partnership with HCP Media.

## FEBRUARY 2018

### **February 8**

#### **Partnership Monthly Luncheon (Zoo Miami, 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.

**February 13****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 15****New and Prospective Partner Breakfast (Unearthed Vintage, Wynwood, 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****It's So Miami Wedding Showcase (Colonnade Hotel, 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 28****Partnership Networking Mixer (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.

**MARCH 2018****March 9****New and Prospective Partner Breakfast (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.

**March 13****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 15**

#### **Partnership Monthly Luncheon (Estiatorio Milos by Costas Spiliadis, Miami Beach, 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 22**

#### **Partnership Networking Mixer (Playtime Watersports, 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.

## **APRIL 2018**

### **April TBD**

#### **Miami Sports and Wellness Month Healthy Happy Hour**

This year a new networking event to highlight our medical tourism and wellness category partners will be held at an area partner location from 6-8 p.m. and will feature interactive health stations and activities.

### **April 5**

#### **Partnership Monthly Luncheon (94<sup>th</sup> Aero Squadron, 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.

### **April 10**

#### **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 18**

#### **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.

#### **April 25**

##### **Partnership Monthly Luncheon (Planet Air Sports, 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.

#### **MAY 2018**

##### **May TBD**

##### **GMCVB Annual State of the Industry Breakfast (Location and date 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 9**

##### **Partnership Monthly Luncheon (Casabe 305, 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.

##### **May 15**

##### **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.

##### **May 23**

##### **Partnership Networking Mixer (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.

#### **JUNE 2018**

##### **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 6**

##### **Partnership Monthly Luncheon (Brasserie Brickell Key, 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.

#### **June 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.

#### **June 28**

##### **Partnership Networking Mixer (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 2018**

#### **July 11**

##### **Partnership Monthly Luncheon (Courtyard by Marriott, 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.

#### **July 17**

##### **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.



## **July 18**

### **Partner Promotional Product Expo Networking Breakfast (701 Brickell Conference Center)**

This annual expo is an opportunity for GMCVB promotional product partner companies to showcase their products to the GMCVB team as well as other GMCVB partners. Complimentary breakfast is provided and wonderful door prizes are awarded.

## **July 25**

### **Partnership Networking Mixer (TBA)**

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.

## **AUGUST 2018**

### **August 1**

#### **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.

### **August 9**

#### **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 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.

### **August 22**

#### **GMCVB Annual Partner Expo and Luncheon (Jungle Island, Miami, FL)**

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 and more than 250 attendees.

## **August 29**

### **Partnership Networking Mixer (TBA)**

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.

## **SEPTEMBER 2018**

### **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 18**

#### **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.

### **September 20**

#### **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.

### **September 26**

#### **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.

#### **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.

## PARTNERSHIP DEVELOPMENT STAFF

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NOTE: All programs are proposed and subject to change.



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