

# MEDIA RELATIONS & PROMOTIONS PROGRAM OF WORK

# 2017 2018



# MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

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

## MEDIA RELATIONS & PROMOTIONS

### Program of Work 2017/2018

#### OCTOBER 2017

**October Media Newsletter** (breaking news and events) (EM)

**1-31 MIAMI ATTRACTIONS MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Attractions Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**5-9 MIAMI CARNIVAL PRESS VISITS (JH):** Individual media visits focusing on Miami Carnival and the Caribbean influence on the destination. The journalists will experience Miami Carnival to include the festival as well as events taking place throughout the destination. POW 54300

**1-12 AMERICA'S WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL MEETINGS & EVENTS (IMEX) AMERICA MEDIA ENGAGEMENT (LAS VEGAS)**

**12-14 TTG INCONTRI, RIMINI, ITALY:** A representative from the GMCVB's Italian PR agency will attend and represent the destination at TTG Incontri, Italy's leading tourism trade fair, and among the top five in Europe; the key event for the sector and the main marketplace to sell tourism products, network, win new business, exchange views and find new ideas. It is Italy's leading trade fair in the industry, and the best attended by national and international tourism professionals.

**18-22 ART CULTURE AND ARCHITECTURE CROSS MARKET PRESS TOUR (SS):** Media Relations staff will host six writers from top international magazines and newspapers to experience Miami's vibrant heritage, cultural scene and explore its unique architectural styles. The media will explore Miami's heritage neighborhoods and enjoy its local cuisine. They will also have the opportunity to discover the best Miami has to offer in the way of arts, culture, architecture, unique attractions and hotels. The press trip will be scheduled to coincide with the opening of the Patricia and Philip Frost Museum of Science POW 54500

**29-31 SAS INAUGURAL FLIGHT PRESS TOUR (SS):** Media Relations staff will host a group of Scandinavian journalists in partnership with SAS to promote their inaugural direct flight from Stockholm to Miami. The journalists will experience the best of Greater Miami and the Beaches during this general destination tour POW 50200

**29-NOV 3 SOCIETY OF AMERICAN TRAVEL WRITERS CONFERENCE & MEDIA MARKETPLACE (SATW) (JH):** Media Relations staff will promote the latest Miami developments at this top American travel writer convention in Portland, Oregon which is attended by more than 200 journalists. Staff will operate a media booth at the Media Marketplace and attend Professional Development Seminars. POW 52800

**TBD PRODUCED BY NY, NEW YORK, NY (EM):** This one-day event will showcase the vibrant and diverse New York creative community working in film, television and new media. Produced By is the signature event where the most influential decision-makers in the entertainment industry gather as peers to educate, illuminate and share new technological and economic innovations. (In conjunction with Film Office Partners)

*Note: Media Relations & Promotional programs are subject to change.*

## **NOVEMBER 2017**

### **November Media Newsletter** (breaking news and events) (SS)

**1-31 MIAMI LIVE ARTS MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Miami Live promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**TBD EL AL INAUGURAL FLIGHT PRESS TOUR (SS)** Media Relations staff will host a group of (20) Israeli journalists in partnership with El Al to promote their inaugural direct flight from Tel Aviv to Miami. The journalists will experience the best of Greater Miami and the Beaches during this general destination tour POW 502

**6-10 WORLD TRAVEL MARKET & MEDIA DESK SIDERS (WTM) (London) (SS):** The Media Relations Director will travel to the UK to meet with trade and consumer press at World Travel market, attend media and trade events surrounding the fair and the GMCVB will distribute press kits and relevant press materials. Immediately following the show, the Director will have desk side meetings with key media in London. WTM is the UK's leading travel trade event, attracting buyers and visitors from more than 200 countries. POW 50900

**13-17 ITALY/ FRANCE – MEDIA DESK SIDERS (SS):** Immediately following World Travel Market in London, the Media Relations Director will travel to France and Italy to meet with GMCVB PR agencies and to have desk side meetings with key media in Paris and Milan to further promote the destination. POW 50900

**9-12 FINANCIAL & INSURANCE CONFERENCE PLANNERS (FICP) ANNUAL CONFERENCE (Nashville, TN)**

**26-28 INTERNATIONAL ASSOCIATION OF EXHIBITS & EVENTS (IAEE) EXPO (SAN ANTONIO, TX)**

**TBD MIAMI BOOK FAIR INTERNATIONAL MEDIA VISITS:** Individual international media visits surrounding the Miami Book Fair International, focusing on Miami arts & culture. POW 54300

**27-Dec 1 LATIN AMERICAN "BUCKET LIST MIAMI" SOFT ADVENTURES PRESS TRIP (MM):** Media Relations staff will host a group of Latin American journalists from South America and Spain to experience the adventurous side of Miami. From feeding alligators to partaking in water sports, this tour will showcase Miami's "soft adventures." POW 58800 or Nov 29-Dec 3

**TIS – 28-30 IBTM WORLD (FORMERLY KNOWN AS EIBTM) / BARCELONA, SPAIN**

## **DECEMBER 2017**

### **December Media Newsletter** (breaking news and events) (JH)

What's New in Greater Miami and the Beaches Release Winter (**SF**): *Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment*

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**AMERICAN AIRLINES – MIAMI/CARTAGENA PRESS TOUR (MM):** Media Relations will assist with media opportunities/ press support and tours for the new inaugural flight on AA from Cartagena, Colombia to Miami International Airport. POW 50200

**1-31 MIAMI HERITAGE MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Miami Heritage Month promotion and drive traffic to the program’s website as well as engage consumers via social media platforms.

**7-10 ART OF BLACK MIAMI/MULTICULTURAL PRESS TRIP (JH):** Media Relations will host a group of (5) journalists from select and targeted media to attend the Art of Black Miami and experience Miami’s vibrant heritage, culinary and cultural scene. POW 57800

**7-10 ART BASEL MIAMI BEACH MEDIA VISITS:** Individual international media visits focusing on Miami Beach arts/culture and Art Basel Miami Beach. The journalists will experience Art Basel scene to include the art fair as well as events taking place throughout the destination. POW 54300

**13-17 TBC AIR FRANCE FRENCH PRESS TOUR (SS)** Media Relations staff will host a group of French journalists in partnership with Air France to promote their direct flight from Paris to Miami. The journalists will experience the best of Greater Miami and the Beaches during this general destination tour POW 50200

**TBD BRIGHTLINE SOUTH FLORIDA PRESS TOUR:** Media Relations will support the launch of this transformative express passenger rail service with a tri-county press tour organized by Brightline. Brightline will begin introductory operations first between West Palm Beach and Fort Lauderdale followed by the opening of the 11-acre MiamiCentral station.

## **JANUARY 2018**

### **January Media Newsletter** (breaking news and events) (MM)

**1-31 MIAMI CRUISE MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Cruise Month promotion and drive traffic to the program’s website as well as engage consumers via social media platforms.

**7-10 PCMA Convening Leaders (JD):** Media Relations staff will promote the latest Miami developments including the renovated MBCC at this event in Nashville, Tennessee. Since 1956 the Professional Convention Management Association (PCMA) has been dedicated to inspiring the Business Events community with senior level networking and educational opportunities globally.

**TBD WINTER PR STUNT (JD/JH):** GMCVB Media Relations plans to utilize digital media with a Miami campaign viral video to target travelers during bad winter weather in the Northeast USA.

**16-18 THE NATIONAL ASSOCIATION OF TELEVISION PROGRAMMING EXECUTIVES (NATPE), MIAMI BEACH, FL (EM):** The 54th Anniversary of the National Association of Television Programming Executives Conference & Exhibition will be held in Miami, January 17-19, 2017. NATPE is the only American program market serving the worldwide television community. This three day market and conference is recognized throughout the world as a key media event. The GMCVB will host a net-working event for key NATPE executives and conference participants. (In conjunction with Film Office Partners)

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**17-21 FITUR SPAIN (MADRID, SPAIN) (MM):** Media Relations in-market rep will attend Fitur. Fitur is an international tourism trade fair. FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets. In 2016 more than 7,000 journalists from 60 countries turned out to the international tourism tradeshow, a turnout that demonstrates the importance of FITUR on the international circuit of tourism sector events. POW 50200

**TBD BUENOS AIRES ARGENTINA MEDIA VISITS (MM):** Media Relations will be traveling to Buenos Aires, Argentina to conduct media appointments and one-on-one interviews to update Travel and trade journalists on what's new in Miami. This will give staff an opportunity to educate media on the new happenings in the destination POW 50200

**28-31 REALSCREEN SUMMIT, WASHINGTON, DC (EM):** The RealScreen Summit is the world's foremost conference and market for the non-fiction and unscripted content industry, and the place to get deals done. The event, now in its 17th year, has experienced significant growth over the last few years and will attract in the order of 2,500 buyers, creators, and distributors of factual content from all corners of the globe. Well more than 200 global commissioning editors running the gamut of non-fiction content will be in attendance and delegates are afforded unique opportunities to pitch their program ideas, industry services and negotiate co-productions. (In conjunction with our Film Office Partners)

**30 NEW YORK MEDIA RECEPTION & MISSION (MEMBER PAY-TO-PLAY OPPORTUNITY) (JH):** Media Relations staff will be in New York hosting a media reception to provide Partners the opportunity to network, and talk about new developments with influential media from the New York Tri-State Area; Miami's #1 domestic feeder market. Each participating Partner will have the opportunity to showcase their latest news on the flash drive given to all media attendees on site. More than 20 hotels, attractions, malls, and travel partners are expected to attend. Staff will also conduct several media calls to meet with travel writers and radio/television shows in New York City. POW 55300

## **FEBRUARY 2018**

### **February Media Newsletter (breaking news and events) (EM)**

**1 CANADIAN MEDIA RECEPTION & MISSION (MEMBER PAY-TO-PLAY OPPORTUNITY) (JH):** Media Relations staff will be in Toronto hosting a media reception to provide partners the opportunity to network, and talk about new developments with influential media from the greater Toronto area; a major international market for Miami. Each participating partner will have the opportunity to showcase their latest news on the flash drive given to all media attendees on site. Staff will also conduct several media calls to meet with travel writers and radio/television shows in Toronto. POW 56200

**1-28 MIAMI ROMANCE MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Romance Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**11-13 BIT INTERNATIONAL TOURISM EXCHANGE (MILAN, ITALY) (SS):** The PR agency for the GMCVB in Italy will represent the destination at the International Travel Fair, known as Bit (Borsa Internazionale del Turismo). Bit is an event that brings together trade operators from all over the world, a large audience of visitors, travel lovers, television reporters and press.

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**22-26 SOBE FOOD & WINE FESTIVAL MEDIA VISITS (JH):** Food Network South Beach Wine & Food Festival presented by Food & Wine is a national, star-studded, four-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities. The festival benefits Florida International University's (FIU) School of Hospitality and Tourism Management. The GMCVB will host journalists from throughout the country in order to continue positioning the destination as a culinary leader. POW 54300

**28-MARCH 3 VITRINA TURISTICO ANATO & MEDIA EVENT (BOGOTA, COLOMBIA) (MM):** GMCVB Media Relations will travel to Bogotá, Colombia for ANATO (Asociación Colombiana de Agencias de Viajes y Turismo). ANATO is a 2 ½ day trade show for buyers and media. This specialized fair, closed to the general public, showcases exhibitors representing travel agencies, wholesalers, hotels, airlines, operators, and national and international tourism organizations, as well as other tourism suppliers, who show their best products and services. Anato is the most important commercial event of tourism of Colombia and one of the five most important of Latin America. Miami will have a booth in the Florida Pavilion for meet and greet as well as press interviews. POW 50200

## **MARCH 2018**

### **March Media Newsletter** (breaking news and events) (SS)

What's New in Greater Miami and the Beaches Release Spring (**SF**): Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment.

**1-31 SHOP MIAMI MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Shop Miami Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**2-6 LGBT "WINTER PARTY 25<sup>TH</sup> EDITION" CROSS MARKET PRESS TOUR (JH):** Media relations will host a group of (6) journalists from international and domestic gay travel publications to showcase Greater Miami and the Beaches' arts, culture, entertainment and nightlife, as well as partake in the Winter Party Festival. Winter Party Festival is a week-long festival of iconic dance and social events, produced to raise critical funds for the LGBTQ community. The Festival turns 25 in 2018. POW 55200

**9-18 MIAMI INTERNATIONAL FILM FESTIVAL MEDIA VISITS – LATIN AMERICAN AND DOMESTIC (JH/MM):** The Miami International Film Festival brings the best of world cinema to South Florida. MIFF showcases a variety of acclaimed films from various genres and countries. The Festival has presented films from more than 50 countries, including 125 East Coast, U.S., and world premieres, scores of Oscar winners and nominees, and many international prizewinners. POW 54300

**7-10 ITB BERLIN 2018 (SS):** The Media Relations Director will travel to Berlin and meet with trade and consumer media during the show. GMCVB will distribute press kits and relevant press materials. ITB is the world's leading travel trade show, with more than 180,000 visitors, among these 108,000 trade visitors and more than 10,000 exhibitors from 180 countries. ITB Berlin is the leading B2B-Platform for the tourism industry. POW 60700

**12-14 TBD GERMAN MEDIA MISSION/ROADSHOW – HAMBURG + MUNICH** Immediately following ITB Berlin, the Media Relations Director will travel to Hamburg and Munich to have desk side meetings with key media in those markets to further promote the destination. POW 50900

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## **APRIL 2018**

### **April Media Newsletter** (breaking news and events) (JH)

**1-30 MIAMI SPORTS & WELLNESS MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Sports Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**3-6 WORLD TRAVEL MARKET (WTM) BRAZIL (MM):** In market Brazilian rep will attend World Travel Market Latin America, the leading global event for the Latin American travel industry. This three day business-to-business (B2B) event which brings the world to Latin America and promotes Latin America to the world will be staged in the economic powerhouse of São Paulo, Brazil. World Travel Market Latin America is the event where the Latin American Travel Industry will negotiate and conclude its deals to become one of the most important regions in the global travel and tourism industry. Media representation will be at hand manning a Miami booth with staff available for media interviews and Q&A's. POW 60200

### **6 GLOBAL MEETINGS INDUSTRY DAY SOCIAL STUNT**

**19-30 TRIBECA FILM FESTIVAL, NEW YORK, NY (EM):** The Tribeca Film Festival program line-up offers moviegoers a wide variety of independent films and also features panel discussions with personalities in the entertainment world offering excellent networking opportunities to promote our destination as the ideal locations for filming independent films. The Miami Film Festival postcards will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners) POW 67400

### **23-24 EMERGE AMERICAS:**

**TBD NATIONAL ASSOCIATION OF BROADCASTERS (NAB), LAS VEGAS, NV (EM):** The NAB Show consisting has evolved over the last eight decades to continually lead this ever-changing industry. While the solutions have changed to keep pace with consumer habits and technologies, the industry's aspirations to produce and deliver memorable content have remained constant. From creation to consumption, the NAB Show has proudly served as the incubator for excellence – helping to breathe life into content everywhere. (In conjunction with Film Office Partners)

## **MAY 2018**

### **May Media Newsletter** (breaking news and events) (MM)

**1-31 MIAMI MUSEUM MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Museum Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**TBD MAISON-OBJET MEDIA VISITS:** Media Relations will work closely with the show organizers to host top Latin and European press to Miami in support of the inaugural show. The media will be showcased the best of Miami's art and culture scene to be covered in their editorial placements while in the destination.

**9-13 PAN EUROPEAN PRESS TOUR 1 "FOUND IN MIAMI" (SS):** Media relations will host a group of (5) journalists from throughout Europe to discover the heartbeat of this city that few of today's travelers

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ever get to see. On this tour, the media will go beyond the sun-dappled coastline, and the bustling metropolis stretches into a network of neighborhoods that represent the rich, diverse mix of people who have settled here to experience everything from the food to the architecture to the arts POW 687

**17-20 LE MIAMI, MIAMI BEACH, FL (EM):** The LE Miami show meets in Miami Beach annually for a fiercely business-driven yet passionately festival-like event. Across this four day luxury and lifestyle appointment show hotel partners have the opportunity to meet with relevant travel industry partners during 42 pre-scheduled appointments. The Greater Miami CVB will provide attendees with updated information on the destination.

**19-23 USTA IPW 2018 (DENVER, COLORADO.) (JD/SS/MM):** International Pow Wow is the largest international travel trade show in the U.S. The media team will be on hand to represent the destination during the Media Marketplace and will distribute destination press materials to the international press. As part of the USTA Communication Council, the GMCVB will also attend a private media reception with more than 300 international journalists. POW 50600

**MAY 30-JUN 3 TRAVEL MEDIA ASSOCIATION OF CANADA (TMAC) AGM & CONFERENCE (JH):** Media Relations staff will attend this national conference for the members of Travel Media Association of Canada, TMAC, the national association of Canada's top travel journalists and industry members. The conference will be held in Victoria, British Columbia - Canada. The objective of the conference is to network with media about, discuss story ideas and press trip opportunities during 15 minute individual sessions at Media Market Place. POW 54700

## **JUNE 2018**

### **June Media Newsletter (breaking news and events) (EM)**

*What's New in Greater Miami and the Beaches Release Summer (SF): Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife, and entertainment.*

**1-30 MIAMI FILM MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Film Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**1-30 MIAMI HOTEL MONTHS:** The PR and Promotions team will develop a press release in order to create awareness for the for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms.

**TBD FOUND IN MIAMI PR STUNT (NY) (JD/JH):** Media Relations staff will travel to the top domestic feeder market and execute a New York summer stunt for consumers and media appointments. POW 55100

**TBD AMERICAN BLACK FILM FESTIVAL, MIAMI, FL (JD):** The American Black Film Festival (ABFF) will return to Miami June 15-19, 2017 to celebrate its 20th anniversary with an exciting line-up of film screenings and an extensive schedule of events and networking opportunities. The highly anticipated ABFF is considered the nation's largest gathering of Black film and TV enthusiasts.

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**TBD PRODUCED BY CONFERENCE, LOS ANGELES, CA (EM):** The Producers Guild of America presents the only conference FOR PRODUCERS, BY PRODUCERS. Whether you're just starting out or a seasoned pro, you'll want to take advantage of our stellar spectrum of speakers, sessions and workshops, networking and social events, technology demonstrations and related exhibits. This year the conference is joined by our Presenting Sponsor, the International CES, to showcase the future of technology and content. The Miami Boutique/Lifestyle Hotels brochures will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners) MBH

## **JULY 2018**

### **July Media Newsletter** (breaking news and events) (SS)

**1-31 MIAMI HOTEL MONTHS:** The PR and Promotions team will develop a press release in order to create awareness for the for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms.

**1-31 MIAMI SPA MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Spa Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**MIAMI SPA MONTH MEDIA VISITS** (Media Team): Media Relations will host six writers from top domestic markets to experience and cover Greater Miami and the Beaches' spa and wellness scene. POW 543 MBH

**17-21 LATIN AMERICAN "ROMANTIC COUPLES GETAWAY – LOVE IS LOVE" PRESS TOUR (MM):** Media Relations staff will host a group of Latin American writers to experience all of the romance related opportunities Miami has to offer. From visiting on your honeymoon to celebrating an anniversary or just spending quality couple time together, Miami offers amazing outings to relax the mind and feed the heart! POW 69800

**18-21 NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (NAHJ) CONFERENCE (JD/JH):** Media Relations staff will work with The National Association of Hispanic Journalists (NAHJ) during their national conference in Miami at The Intercontinental Hotel July 18-21, 2018. The National Association of Hispanic Journalists is dedicated to the recognition and professional advancements of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists. The meeting will bring more than 1,000 members of the press to Miami.

## **AUGUST 2018**

### **August Media Newsletter** (breaking news and events) (JH)

**1-30 MIAMI HOTEL MONTHS:** The PR and Promotions team will develop a press release in order to create awareness for the for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms

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**1-30 MIAMI SPICE RESTAURANT MONTH (U.S.) (JD):** The PR and Promotions team will develop a press release in order to create awareness for the **Miami Spice** Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**1-30 MIAMI SPA MONTH:** The PR and Promotions team will develop a press release in order to create awareness for the Spa Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**12-15 ASAE:**

**TBD LA CITA DE LAS AMERICAS (FT LAUDERDALE, FLORIDA) (MM):** Media Relations staff, along with Tourism Sales reps will participate in the 4<sup>th</sup> annual La Cita convention. The 2-day program unites the Latin American travel community face-to-face by providing opportunities to do business face-to-face. The show allows for one-on-one pre-matched appointments with Latin America travel's leading players, including media, plus hand-scheduling sessions, Meet-Up seminars, and social functions designed to encourage networking and new partnerships. POW 58100

## **SEPTEMBER 2018**

**September Media Newsletter** (breaking news and events) (MM)

What's New in Greater Miami and the Beaches Release Fall **(SF):** *Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment.*

**\*\*TBD MBCC GRAND OPENING CELEBRATION MEETINGS MEDIA FAM**

**1-30 MIAMI HOTEL MONTHS:** The PR and Promotions team will develop a press release in order to create awareness for the for the Hotels Month; this promotion lasts between June to September and highlights the areas' hotel summer offers. Promotions will drive traffic to the program's website as well as engage consumers via social media platforms

**1-30 MIAMI SPICE RESTAURANT MONTH (U.S.) (JD):** The PR and Promotions team will develop a press release in order to create awareness for the **Miami Spice** Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

**29-OCT 2 INTERNATIONAL FRENCH TRAVEL MARKET (IFTM) TOP RESA/MAP (SS):** Representatives from the GMCVB PR agency in France will represent the destination at IFTM Top Resa, the professional show dedicated to the leisure travel industry in France. This year, IFTM and Map Pro MAP, an international B2B trade fair, have agreed to strategically merge and will share the same venue.

**11-15 "FLAVORS OF MIAMI" CROSS MARKET PRESS TOUR (MM):** Media Relations will be hosting a group of international influencers and traditional media to experience Miami's tasty side. From trendy food halls to hi-end dining to mom & pop joints, these FLAVORS OF MIAMI and authentic culinary experiences will take over your taste buds. Experience Miami's culinary scene with colors and flavors like no other. POW 67900

**TBD TORONTO INTERNATIONAL FILM FESTIVAL (TIFF), TORONTO, ONTARIO, CN (EM):** The GMCVB Boutique & Lifestyle Hotels team will take Miami to Toronto during the Toronto International Film Festival. TIFF ranks among the most prestigious international film festivals in the world. For ten days,

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film lovers, filmmakers, industry professionals and media watch the best in new cinema from established masters and new talent. The Festival also provides excellent resources and networking opportunities for film-industry professionals and buyers. The GMCVB will co-sponsor a VIP reception with our Film Office Partners. This invitation only event provides a taste of Miami's rich flavor to celebrities, media and the film industry. (In conjunction with Film Office Partners)

**TBD INDEPENDENT FILM WEEK, NEW YORK, NY (EM):** Independent Film Week is the oldest forum in the US for the discovery of new projects in development and new voices on the independent film scene. The events offer networking opportunities for the film industry professionals, Boutique/Lifestyle Hotels and the Film Offices. The Miami Film Festival postcards will be distributed to attendees. (In conjunction with Film Office Partners)

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