

# **MEDIA RELATIONS & PROMOTIONS PROGRAM OF WORK 2016/2017**

## **OCTOBER 2016**

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

### **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.

### **4-8 LATIN AMERICAN VALUE FRIENDLY PRESS TOUR**

Media Relations staff will host a group of Latin American writers to experience all the many opportunities to experience Miami on a slim budget. From attractions and fine dining to spa treatments and shopping galore, Miami is not just for the rich and famous! See the city with accessible eyes and an affordable wallet.

### **6-10 CARIBBEAN PRESS TOUR "MIAMI CARNIVAL & CULTURE"**

Media Relations will host a group of (5) Caribbean-based journalists from select and targeted media to attend the Miami Broward One Carnival festival and experience Miami's vibrant heritage, culinary and cultural scene.

### **17-23 PAN-EUROPEAN PRESS TOUR 1 "TIME TRAVEL MIAMI...EXPLORING MIAMI'S BOLD EVOLUTION"**

Media Relations will host a group of (5) European journalists from select and targeted media to time travel through Miami's history and discover its future. Miami truly is a city born and raised by visionaries. From Miami's founding fathers and mothers - who built the bridges and brought the railroad to a wilderness - to the current day visionaries who have given birth to one of the most forward looking cities in the world. Miami is now a city with a burgeoning landscape, one that changes, and grows and develops constantly. By understanding Miami's past you'll understand how it has shaped its future.

### **23-29 SOCIETY OF AMERICAN TRAVEL WRITERS CONFERENCE & MEDIA MARKETPLACE**

Media Relations staff will promote the latest Miami developments at this top American travel writer convention in Wenzhou, China which is attended by more than 200 journalists. Staff will operate a media booth at the Media Marketplace and attend Professional Development Seminars.

### **29 PRODUCED BY NY, NEW YORK, NY**

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)

## **NOVEMBER 2016**

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

### **1-30 MIAMI LIVE 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.

### **7-9 WORLD TRAVEL MARKET & MEDIA DESK SIDERS (WTM) (London)**

The Media Relations and Promotions team will travel to the UK and meet with trade and consumer media during the show, distribute press kits and relevant press materials. They will attend events and 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.

### **7-11 MIAMI "TAKE A WALK ON THE WILD SIDE" INFLUENCER PRESS TRIP**

Media Relations staff will look at partnerships with brands such as GoPro, Canon, Nikon, REI, Under Armour and Gatorade to host a group of domestic influencers in Miami for a series of high adventures. The activities will not be limited to hiking, kayaking, canoeing, paragliding and hot air ballooning. In addition, the group will have the opportunity to refuel with fresh-from-the-farm produce and exotic fruits and vegetables that have become the inspiration for many of Miami's celebrity chefs.

### **12 VISIT FLORIDA MEDIA RECEPTION IN HAMBURG**

Consumer and lifestyle media mixer, providing partners an opportunity to network with national and Hamburg based media contacts.

### **13-20 MIAMI BOOK FAIR INTERNATIONAL MEDIA VISITS**

Individual international media visits surrounding the Miami Book Fair International, focusing on Miami arts & culture.

## **DECEMBER 2016**

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

What's New in Greater Miami and the Beaches Release Winter

*Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment*

### **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.

### **1-4 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.

### **6-7 FOCUS, THE LOCATION EVENT, LONDON, UK**

Brought to you by The Location Guide, FOCUS is London's first international trade show, summit and networking event for film, television and commercials. This event provides a lively program of networking opportunities and information to assist industry professionals in funding their next project, including the inaugural FOCUS Summit, aimed at producers and executive producers from around the globe. (In conjunction with Film Office Partners)

## **JANUARY 2017**

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

**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.

**8-11 PCMA**

The 2017 Professional Convention Management Association's (PCMA) Annual Meeting will unite more than 4,000 attendees; nearly 50 percent will be comprised of meeting planners and executive directors. GMCVB Media Relations will be on hand to support the GMCVB delegation and speak to members of the press, covering information on the renovation project at the Miami Beach Convention Center, as well as other exciting developments in the destination.

**TBD WINTER PR STUNT**

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 THE NATIONAL ASSOCIATION OF TELEVISION PROGRAMMING EXECUTIVES (NATPE), MIAMI BEACH, FL**

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)

**19-29 SUNDANCE FILM FESTIVAL**

The GMCVB promotions team brings the "It's So Miami" lounge to the Sundance Film Festival with an experiential Miami Lounge. The Lounge will provide a taste of Miami's rich flavor to film-makers, celebrities, industry professionals and also offer an opportunity to learn about exciting film events in Miami, such as, The Miami International Film Festival. (In conjunction with our Film Office Partners)

**18-22 FITUR SPAIN (MADRID, SPAIN)**

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 over 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.

**23-26 REALSCREEN SUMMIT, WASHINGTON, DC**

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 over 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)

**24-28 CROSS-MARKET INFLUENCER MIAMI HOTEL CAMPAIGN**

(LIKETOKNOW.IT, AWAY LUGGAGE, ETC.) Media Relations staff will introduce international journalists what

makes Miami's hotel scene so worth their visit. From our exclusive concierge tips, to top notch service, amazing dining opportunities, and connections to the best "it spots" in town, the Miami hotel scene is definitely in a unique class. Press tour aims to highlight the perks of Hotel vs AirBNB concept.

## **FEBRUARY 2017**

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

#### **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.

#### **TBD VISIT FLORIDA CONSUMER MEDIA RECEPTION IN NEW YORK**

GMCVB Media Relations staff will attend a consumer and lifestyle media mixer, providing Visit Florida DMO partners an opportunity to network with 35-50 national and NYC based media contacts. The theme will consist of a "Valentine to New York" from the Sunshine State using interactive elements to incorporate #LoveFL. This reception will take place in The Gallery at the Metropolitan Pavilion on February 10, 2017 from 5-8pm. Examples of media guests during past receptions include Good Morning America, Fodor's, Skift, New York Daily News, Travel Weekly and Travel + Leisure, as well as several representatives from meeting and wedding publications, LGBT outlets and food writers.

#### **22-26 SOBE FOOD & WINE FESTIVAL MEDIA VISITS**

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.

## **MARCH 2017**

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

What's New in Greater Miami and the Beaches Release Spring: 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.

#### **1-3 VITRINA TURISTICO ANATO & MEDIA EVENT (BOGOTA, COLOMBIA)**

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.

### **3-12 MIAMI INTERNATIONAL FILM FESTIVAL MEDIA VISITS – LATIN AMERICAN AND DOMESTIC**

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.

### **8-12 ITB BERLIN 2016**

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.

### **10-19 SOUTH BY SOUTHWEST (SXSW), AUSTIN, TEXAS**

SXSW is a set of film, interactive, and music festivals and conferences that take place early each year in mid-March in Austin, Texas, United States. It began in 1987, and has continued to grow in both scope and size every year. Our Film Office Partners will attend the film and interactive portion with a booth and event, basing it on Florida content selection. (In conjunction with our Film Office Partners)

### **23-26 TUR SCANDINAVIAN TRADE FAIR (SWEDEN)**

In market Scandinavian representative will attend and represent the destination at TUR, the leading trade fair in Scandinavia for the travel, tourism and meeting industry.

### **TBD LOLLAPALOOZA CHILE / "IT'S SO MIAMI" LOUNGE / SANTIAGO, CHILE**

The GMCVB "It's So Miami" Lounge will promote Miami's live music scene and events during Lollapalooza Chile. The Lounge will provide a taste of Miami's rich flavor to Chile's music industry professionals, influencers and taste-makers.

### **TBD CHILE/ARGENTINA DESK SIDERS**

Media Relations staff will meet with top press, key opinion leaders and influencers in Buenos Aires, Argentina and Santiago, Chile to promote the destination. Staff will conduct desk siders and update media on what's new in Miami and the beaches.

### **TBD WINTER MUSIC CONFERENCE, MIAMI BEACH, FL**

Winter Music Conference is one of the most anticipated and publicized global gatherings for pioneering artists, innovators and professionals. Celebrating its 32th anniversary with over 500 events throughout the 10 days, the Boutique/Lifestyle Hotels will have numerous opportunities to showcase the destination to the over 70,000 attendees and the Miami Boutique/Lifestyle Hotels brochures will be included in all delegate bags.

## **APRIL 2017**

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

### **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.

### **2-4 BIT INTERNATIONAL TOURISM EXCHANGE (MILAN, ITALY)**

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.

#### **4-6 WORLD TRAVEL MARKET (WTM) BRAZIL**

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.

#### **19-30 TRIBECA FILM FESTIVAL, NEW YORK, NY**

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)

#### **22-27 NATIONAL ASSOCIATION OF BROADCASTERS (NAB), LAS VEGAS, NV**

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)

#### **27-1 ART CULTURE AND ARCHITECTURE CROSS MARKET PRESS TOUR**

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

#### **TBD FOUR SEASONS SURFSIDE BRAZILIAN PRESS TOUR**

Media Relations staff will showcase the Four Seasons Brand with their new Surfside property to top Brazilian influencers and traditional media. While in Miami the media will experience the surfside neighborhood, its appeal, and updates on what's to come.

### **MAY 2017**

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

#### **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.

#### **9-12 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.

#### **24-28 TRAVEL MEDIA ASSOCIATION OF CANADA (TMAC) AGM & CONFERENCE**

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 Quebec City, Quebec - 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.

#### **25-29 PAN EUROPEAN PRESS TOUR 2 "BLING ON A BUDGET – MIAMI'S UPSCALE OFFERS FOR LESS"**

Media relations will host a group of (5) journalists from throughout Europe to showcase Miami's many affordable vacation options. Despite having a reputation as a luxury destination, Miami has a lot of options for those traveling on a budget. Journalists will experience some of the destinations chic and trendy budget hotels, affordable dining, visit cultural destinations and engage in a variety activities for those on a budget.

### **JUNE 2017**

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

What's New in Greater Miami and the Beaches Release Summer

*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.

#### **1-5 LGBT "WORLD OUTGAMES MIAMI" CROSS MARKET PRESS TOUR**

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 join the first World OutGames to take place in the United States. Every four years, World OutGames brings together LGBT athletes, many from countries where homosexuality remains illegal and hidden. In the spirit of true inclusiveness, the World OutGames are open to all, regardless of sexual orientation.

#### **TBD ITS SO MIAMI PR STUNT**

Media Relations staff will travel to the top domestic feeder market and execute a New York summer stunt for consumers and media appointments.

#### **3-7 USTA IPW 2016 (WASHINGTON, D.C.)**

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.

#### **12-13 EMERGE AMERICAS**

eMerge Americas is the preeminent B2B technology event of the Americas, connecting industry and government leaders across Latin America, North America and Europe. This year's conference will draw 13,000 attendees

from around the world representing 50 countries. GMCVB Media Relations will be speaking to press members in attendance.

**19-22 LE MIAMI, MIAMI BEACH, FL**

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.

**15-19 AMERICAN BLACK FILM FESTIVAL, MIAMI, FL**

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.

**TBA PRODUCED BY CONFERENCE, LOS ANGELES, CA**

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)

**JULY 2017**

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

**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.

**11-15 LATIN AMERICAN WELLNESS AND MEDICAL TOURISM MIAMI PRESS TOUR**

Media Relations staff will host a group of Latin American writers to experience all of the health and wellness opportunities Miami has to offer. An additional component of this press tour will be to highlight some of our medical tourism offerings as well. From boutique spas to state-of-the-art fitness centers and programs, writers will take part in a press tour that will rejuvenate and get their heart pumping.

**AUGUST 2017**

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

**1-30 MIAMI SPICE RESTAURANT MONTH (U.S.)**

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.



### **1-31 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.

### **3-6 LOLLAPALOOZA CHICAGO**

The GMCVB "It's So Miami" Lounge will promote Miami's live music scene and events during Lollapalooza Chicago. The Lounge will provide a taste of Miami's rich flavor to Chicago's music industry professionals, influencers and taste-makers.

### **12-15 ASAE**

The American Society of Association Executives (ASAE) Annual Meeting & Exposition provides a forum to connect with association presidents, CEOs, executive directors and meeting planners within the association community. GMCVB Media Relations will continue educating meetings and conventions press members on the renovation of the Miami Beach Convention Center, and the latest MICE offerings in the destination.

### **TBD LA CITA DE LAS AMERICAS (TAMPA, FLORIDA)**

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.

## **SEPTEMBER 2017**

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

What's New in Greater Miami and the Beaches Release Fall

*Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment.*

### **1-30 MIAMI SPICE RESTAURANT MONTH (U.S.)**

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.

### **12-16 SO YOU THINK YOU CAN? U.S. PRESS TRIP**

Media Relations staff will host a group of five domestic journalists to participate in interactive art, culture and entertainment experiences in Miami. Each journalist will engage in a series of roles by stepping into the shoes of a local animal keeper, Soap Opera star, Mixologist, Chef, DJ, etc.

### **TBD FLORIDA GOVERNOR'S CONFERENCE**

The Florida Governor's Conference on Tourism is the premier annual educational conference for the Florida tourism industry and is designed and coordinated by VISIT FLORIDA, the Official Tourism Marketing Corporation for the State of Florida. Attendees include representatives from Florida destinations, attractions, hotels, resorts, parks, convention centers, government officials, media representatives, advertising agencies and many more.

The conference includes innovative educational sessions by top industry experts, an interactive marketplace and exciting networking events. (In conjunction with Film Office Partners)

**TBD TORONTO INTERNATIONAL FILM FESTIVAL (TIFF), TORONTO, ONTARIO, CN**

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, 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 NEW YORK MEDIA RECEPTION & MISSION (MEMBER PAY-TO-PLAY OPPORTUNITY)**

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.

**TBD CANADIAN MEDIA RECEPTION & MISSION (MEMBER PAY-TO-PLAY OPPORTUNITY)**

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.

**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)

**29-OCT 2 INTERNATIONAL FRENCH TRAVEL MARKET (IFTM) TOP RESA/MAP**

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.

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

## **MEDIA RELATIONS & PROMOTIONS CONTACTS**

### **Jennifer Diaz**

Associate Vice President Media Relations & Promotions  
305/539-3111  
JDiaz@GMCVB.com

### **Jennifer Haz**

Director, Media Relations US, Canada, & Caribbean  
305/539-3104  
Jennifer@GMCVB.com

### **Melina Martinez-Echeverria**

Director, Media Relations Latin America/Spain  
305/539-3093  
Melina@GMCVB.com

### **Suzie Sponder**

Director, Media Relations Europe  
305/539-3099  
Suzie@GMCVB.com

### **Esther Molina**

Media Relations and Promotions Manager  
305/539-3088  
Esther@GMCVB.com

### **Frank Trigueros**

Media Relations & Promotions Coordinator  
305/539-3084  
Frank@GMCVB.com



**701 Brickell Avenue, Suite 2700  
Miami, FL 33131 USA  
305/539-3000  
MiamiandBeaches.com**