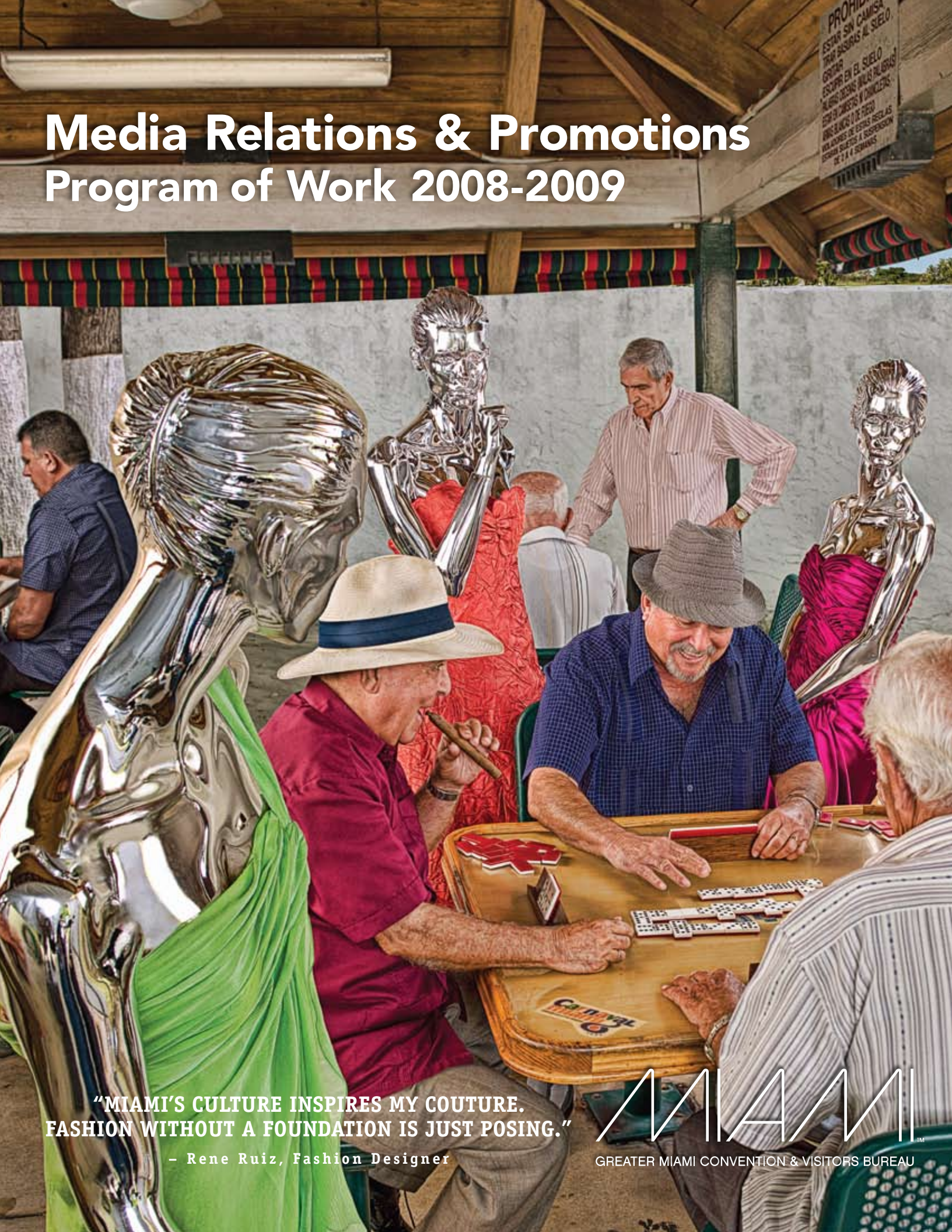


Media Relations & Promotions Program of Work 2008-2009



"MIAMI'S CULTURE INSPIRES MY COUTURE.
FASHION WITHOUT A FOUNDATION IS JUST POSING."

- Rene Ruiz, Fashion Designer

MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

Greater Miami Convention & Visitors Bureau 2008-2009 Media Relations Program of Work

Note: All programs are subject to change.

October 2008

October Media Newsletter (breaking news and events)

7-11 Luxury for Less/Cheap Chic Cross-Market Media Tour

Media Relations will host eight international writers from top magazines and newspapers to experience and cover Greater Miami and the Beaches' diverse "Luxury for Less" opportunities. Journalists will see how accessible Miami can be for those traveling on a budget.

15-19 UK Luxury Media Tour

Media Relations will host five UK writers from top magazines and newspapers to experience the "luxurious" side of Greater Miami and the Beaches, from fine dining and shopping to first-class accommodations and nightlife. Highlights of their itinerary will include exclusive hotels, restaurants and shopping destinations that cater to the luxury lifestyle, as well as participation in exclusive activities and tours that are geared towards the up-market customer (i.e. private "flight seeing" tour, "Segway" tour and a tour of Casa Casuarina).

17-22 Society of American Travel Writers Convention & Media Mission / Houston, TX

Staff will promote the latest Miami developments at this top American travel writer convention in Houston, TX, which is attended by more than 350 journalists. Staff will operate a media booth at the Media Marketplace.

19-25 ABAV Tourism Trade Show / Rio de Janeiro, Brazil

Media Relations staff, along with Tourism Sales, will participate in Visit Florida's media/sales receptions, educational seminars, and one-on-one media appointments. Staff will also take part in the ABAV Trade show, where they will have an area in the Florida booth to conduct interviews with media and travel agents/tour operators/wholesalers.

27-30 New York Media Reception & Mission (Member pay-to-play opportunity)

Media Relations staff will be in New York hosting a media reception on October 28 for more than 100 of the top print and broadcast media. More than 20 hotels, attractions, malls, and travel partners will attend, and trip giveaways will be awarded. Staff will also conduct several media calls to meet with travel writers and radio/television shows in New York City.

November 2008

November Media Newsletter (breaking news and events)

5-10 Family Fun Cross-Market Media Tour

Media Relations will co-host a joint press tour with Walt Disney World to cover its family-friendly venues. Approximately eight international writers will have the opportunity to experience the budget-friendly family side of each destination.

10-13 World Travel Market (WTM) / London

WTM is the UK's leading travel trade event, attracting buyers and visitors from more than 200 countries. Media Relations staff will be on site to attend the British Guild of Travel Media Association annual reception.

November 2008 (continued)

14-19 German “The Sound of Miami” Media Tour

Media Relations staff will be hosting a group of six journalists from the German market to experience Miami’s multicultural scene reflected through its music. Targeting both lower and upper demographics, the itinerary will include visits to various music and performance venues to experience both live music and nightlife in Miami, arts venues with music exhibitions, sightseeing tours that show off the homes of the music legends who call Miami home, and visits to various venues throughout the destination that are connected to these stars.

17-20 Toronto & Montreal Media Reception & Mission (Member pay-to-play opportunity)

Media Relations staff will be in Toronto hosting a media reception on November 18 for more than 50 of the top print and broadcast media. More than 10 hotels, attractions, malls, and travel partners will attend. Staff will also host a media dinner in Montreal.

December 2008

December Media Newsletter (breaking news and events)

What’s New in Greater Miami and the Beaches Release

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

4-7 Art Basel Miami Beach Media Visits

International individual media visits focusing on Miami arts/culture and Art Basel Miami Beach.

7 Miami Dolphins Toronto Game Promo and Media Event

Media Relations will be in Toronto to leverage the Miami Dolphins game versus the Buffalo Bills. Staff will host a Miami Dolphins themed cocktail reception for the Canadian press.

January 2009

January Media Newsletter (breaking news and events)

19-22 UK “Express Yourself; An Artist’s Impression” Media Tour

Media Relations staff will host six UK writers to have an “insiders” guide to Miami’s vibrant cultural scene. They will uncover the elements that form the GMCVB’s “Express Yourself” campaign firsthand. The tour focuses on the avant garde, the extraordinary and the destinations in Miami that make tourists truly feel that they can “express themselves” while on vacation in Miami. The media will have the opportunity to “express themselves” through the discovery of arts, culture, cuisine, unique attractions and hotels.

21-25 Family Fun Latin Media Tour

Media Relations staff will host a group of Latin journalists to experience the diversity that Miami has to offer in the way of family-friendly restaurants, accommodations, attractions and shopping outlets. Activities will also showcase Miami’s magnificent natural beauty and the variety of eco-adventures the city has to offer.

January 2009 (continued)

28- 1 FITUR Travel Trade Show / Madrid, Spain

Media Relations staff will attend a two-day program hosted in Madrid. The travel trade show is targeted to international travel professionals and media who are considering Spain and other destinations for potential future programs. FITUR Congressos is a Spanish travel show targeted to the business travel market. It has been held annually since 2000.

February 2009

February Media Newsletter (breaking news and events)

3-6 Travel Media Association of Canada (TMAC) Annual Conference / Richmond, BC

Media Relations staff will attend this national conference for the members of the TMAC, attracting Canada's top travel journalists and industry members.

16-20 Colombia Media Mission / Bogota & Medellin

Media Relations staff, along with Tourism Sales, will participate in media/sales receptions, educational seminars, and one-on-one interview appointments. The team will also partake in the Anato travel trade show. A VIP cocktail will also be held in each city, with top travel professionals in attendance.

19-22 Culinary Media Visits

Media Relations staff will host food and travel writers who will experience the Food Network's South Beach Wine & Food Festival and Greater Miami and the Beaches' culinary scene. Miami Spice long lead opportunities will be leveraged.

23-27 VISIT FLORIDA Media Mission / Chicago, IL

Media Relations staff will participate in Visit Florida's media mission, where individual media appointments with editors, travel writers and other key contacts with major newspapers, publications, radio shows and TV stations will be conducted.

25-2 Winter Party Media Visits

The GMCVB will host several journalists covering the Winter Party and gay travel to Greater Miami and the Beaches.

TBA Miami International Film Festival (MIFF) Media Visits

Staff will host several international journalists to cover MIFF and Greater Miami and the Beaches' entertainment scene.

March 2009

March Media Newsletter (breaking news and events)

What's New in Greater Miami and the Beaches Release

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

4-8 Miami for Everyone Latin Media Tour

Media Relations staff will host Latin writers from top markets to experience the diversity Miami has to offer all its multifaceted visitors. The writers will be exposed to the city's exceptional shopping, culinary, arts/culture, and nightlife scenes, demonstrating its accessibility for all wallet sizes.

March 2009 (continued)

11-14 LAN Airlines Co-op South America Mission / Argentina, Chile & Uruguay

Media Relations staff, along with Tourism Sales, will participate in a LAN Airlines promotion visiting top travel professionals including media and travel agents. Educational workshops and presentations will be conducted. Staff will also conduct media calls and a VIP client event in each country. Dates subject to change.

11-15 ITB Berlin 2009

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.

April 2009

April Media Newsletter (breaking news and events)

TBA Society of American Travel Writers (SATW) Winter Board Meeting

SATW members include writers, photographers, editors, electronic media and journalists, film lecturers, broadcast/video/film producers and public relations representatives. The group will have its annual Winter Conference Meeting in Miami, providing the destination with the opportunity to host specialized FAMS and generate focused messaging to a key audience.

22-26 Go Gay Miami Cross-Market Media Tour

The GMCVB will showcase Greater Miami and the Beaches' arts, culture, entertainment and nightlife to six representatives from international and domestic gay travel publications around the Miami Gay & Lesbian Film Festival.

May 2009

May Media Newsletter (breaking news and events)

1-6 German "Miami: The Healthy City" Media Tour

In 2008, Miami was ranked as "America's Cleanest City" according to Forbes Magazine "for its year-round good air quality, vast green spaces, clean drinking water, clean streets and city-wide recycling programs." To help promote that, Media Relations staff will be hosting six journalists from the German market to experience the "healthy" side of Miami. The "eco-friendly" itinerary will feature restaurants that provide organic, locally grown, ayurvedic or vegetarian food and will highlight Miami's wide variety of recreational sports (i.e. water sports like snorkeling and canoeing, as well as biking, tennis and golf). Topped off by Miami's wellness opportunities – luxurious, alternative and atmospheric spas during Miami Spa Month 2009.

5-8 PRSA Travel & Tourism PR Conference / San Diego, CA

The PRSA Travel and Tourism Section offers ideas and support for public relations professionals involved in travel-related organizations, including state and national tourism offices, convention and visitors bureaus, hotels, resorts, airlines, cruise lines, rental car companies, attractions, museums, historic sites, theme parks, tour operators and public relations agencies that represent such clients.

5-8 Florida Select and Mexico Media Mission / Mexico City, Guadalajara, Monterrey, Queretaro & Leon

Media Relations staff will participate in Visit Florida's VIP receptions, educational seminars and one-on-one interview appointments with top media, travel agents and wholesalers.

May 2009 (continued)

16-20 TIA International Pow Wow 2009 / Miami, FL

Media Relations staff will host more than 350 international and domestic trade and consumer press and promote Greater Miami and the Beaches at the trade show and Media Marketplace.

June 2009

June Media Newsletter (breaking news and events)

What's New in Greater Miami and the Beaches Release

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

8-12 VISIT FLORIDA Media Missions / Philadelphia & Washington, D.C.

Media Relations staff will participate in Visit Florida's media mission, where individual media appointments with editors, travel writers and other key contacts with major newspapers, publications, radio shows and TV stations will be conducted.

10-14 Go Green Cross-Market Media Tour

As an international cosmopolitan and tropical destination, Greater Miami and the Beaches is raising the bar on eco-friendly tourism. This cross-market FAM will showcase the wide range of "green friendly" options for the environmentally savvy traveler.

15-19 North America Summer Stunts

Media Relations staff will travel to the top domestic markets and host media meals/conduct media calls for press at their offices and/or restaurants, taking Miami's star chefs to pre-promote Miami Spice Restaurant Month. Includes execution of NY summer stunt or satellite media tour.

17-21 Eco-Adventures – "Miami's Natural Treasures" French Media Tour

Media Relations staff will host six journalists from the French market to experience Miami's magnificent natural treasures and the variety of eco-adventures the city has to offer. Activities will showcase the diversity of Miami's natural resources with visits to the Everglades, Key Biscayne, South Miami-Dade and Miami Beach in addition to restaurants, accommodations, and shopping outlets that are convenient and cater to eco-tourists.

TBA North American Travel Journalists Association Conference & Marketplace

The North American Travel Journalists Association is the premier professional association of writers, photographers, editors, and tourism professionals dedicated to redefining professional development for the travel industry.

TBA LAN Airlines Co-op Mission / Ecuador & Peru

Media Relations staff, along with Tourism Sales, will participate in a LAN Airlines promotion visiting top travel professionals including media and travel agents. Educational workshops and presentations will be conducted. Staff will also conduct media calls and a VIP client event in each country. Dates to be determined.

24-28 Miami Spice Culinary Media Tour

Media Relations staff will host six writers from top domestic markets to experience and cover Greater Miami and the Beaches' culinary scene.

July 2009

July Media Newsletter (breaking news and events)

6-10 Miami Spa Month Media Visits

Media Relations staff will host six writers from top domestic markets to experience and cover Greater Miami and the Beaches' spa and wellness scene.

22-26 So You Think You Can? Cross-Market Media Tour (Art, Culture, Entertainment)

Infusing a fun twist into the traditional cross-market FAM, this media initiative will provide interactive art, culture and entertainment opportunities to fully engage the media with the Miami experience, ranging from cooking and sports to the performing arts.

August 2009

August Media Newsletter (breaking news and events)

1-31 Miami Spice Restaurant Month Media Promotions / U.S.

Create strategic partnerships with non competing brands to further extend the Miami Spice brand and messaging to unexposed audiences in different global markets.

September 2009

September Media Newsletter (breaking news and events)

What's New in Greater Miami and the Beaches Release

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

8-11 Travel Media Showcase / Montgomery, AL

Media Relations staff will be on site to meet one-on-one with travel media from across the country to promote a wide range of Miami's tourism products.

23-28 Pre/Post Miami Cruising Latin Media Tour

Media Relations staff will host Latin writers from top markets to experience a prelude to Miami Beach's summer pre/post cruise opportunities, services and accommodations. Dates to be confirmed. Depends on cruise line participation.

TBA TIA Discover America Canada Day / Toronto

Media Relations staff will be present at this one-day event, which is the only marketplace held in Canada that focuses purely on inbound tourism to the USA. Staff, along with Tourism Sales, will participate in face-to-face time with top Canadian journalists, tour operators and other generators of USA travel and consumer interest at a Media Marketplace and a Travel Trade Marketplace.

TBA La Cumbre – Puerto Rico / San Juan

Media Relations staff will attend this international trade show, which is an annual marketplace for travel professionals including Latin media/buyers and suppliers. Staff will assist in working the event's media desk, as well as conduct individual media appointments with top trade and consumer publications, to encourage future coverage of the destination.

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