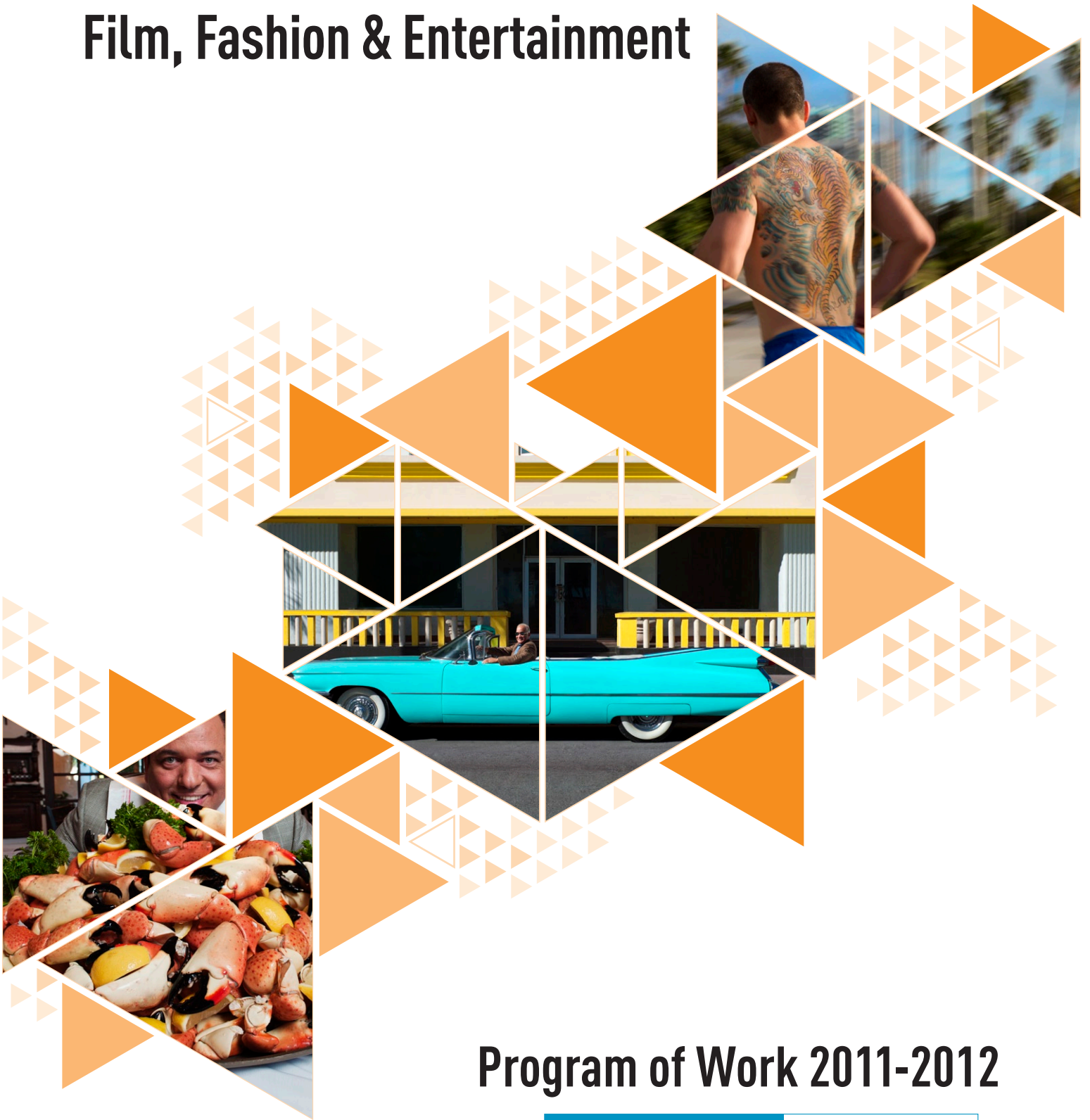


# ► Lifestyle & Boutique Hotels Film, Fashion & Entertainment



## Program of Work 2011-2012



# Lifestyle & Boutique Hotels Film, Fashion & Entertainment Program of Work 2011/2012

## OCTOBER 2011

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10/1

### **Orgullo Festival, Miami Beach**

Miami's Hispanic Gay, Lesbian, Bisexual and Transgendered community will Celebrate Orgullo. Orgullo means Pride in Spanish and this event is intended to display the cultural, social and many other contributions of this group of people that now call Miami Beach and the Greater Miami area home. The Media and Promotions team will create engaging experiential initiatives from a dedicated space where a call-to-action will be used for social media and dedicated Miami Beach website.

## NOVEMBER 2011

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11/1 – 11/30

### **Miami Live Music Month Local Promotion and PR Stunt**

The GMCVB team will develop interactive and guerrilla stunt activities throughout the destination in order to create awareness for the Miami Live Music Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

11/2 – 11/9

### **American Film Market, Santa Monica, CA / November 2-9, 2011**

The global film industry converges in Santa Monica every November for eight days of deal-making. Hundreds of millions of dollars in production and distribution deals are sealed every year on both completed films and those in every stage of development and production. The AFM is a must-attend event for all dynamic players in the film industry. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB & MDC)

11/5 – 11/6

### **Sleepless Night Miami Beach**

The GMCVB will work closely with City of Miami Beach to host journalists in order to garner destination coverage and further position the Arts and Culture platform. In addition to the arts and culture message, the visiting press will be exposed to LGBT destination offerings, which will serve as one of the key message pillars.

## JANUARY 2012

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1/13 – 1/14

### **Golden Globe Awards, Los Angeles, CA / “Beauty Bar”**

The GMCVB promotions team will host this invitation-only beauty soiree during the Golden Globe Awards. This is a key market to engage celebrities, media and VIP clientele and offers an excellent brand awareness opportunity. The event will be supported with a PR campaign, social media and will also include a Miami Giveaway during Miami Spa Month.

1/20 – 1/22

### **Sundance Film Festival, Park City, UT / Miami Oasis**

The GMCVB promotions team brings Miami to the Sundance Film Festival with an experiential Miami Lounge. The Lounge will provide a taste of Miami’s rich flavor to filmmakers, celebrities, industry professionals and also offer an opportunity to learn about exciting film events in Miami, such as the Miami International Film Festival, the new Florida film tax incentives, and exciting lifestyle/boutique hotel properties. Attendees will have a chance to win an all-expense-paid trip to Miami during Miami International Film Festival. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB & MDC)

1/23 – 1/25

### **The National Association of Television Programming Executives (NATPE), Miami Beach, FL**

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 Lifestyle/Boutique Hotels will host a networking event for key NATPE executives and conference participants.

## FEBRUARY 2012

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2/9 – 2/17

### **The European Film Market (EFM), Berlin, Germany**

The European Film Market (EFM) runs for nine days as part of one of the most important film festivals in the world, the Berlinale. As the first major film event of the year, it is a magnet for international industry professionals, and is seen as a barometer for the upcoming year in film. GMCVB Lifestyle/Boutique Hotels Program and the Film Offices will promote the destination in this top market. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB & MDC)

2/10

### **Grammy Awards, Los Angeles, CA / Friends ‘n Family**

The GMCVB promotions team brings Miami to the Grammy Awards Friends ‘n Family Party with an experiential Miami Lounge. This experiential Miami lounge will provide a taste of Miami’s rich flavor to filmmakers, celebrities, industry professionals and also offer an opportunity to learn about exciting film events in Miami, such as The Miami International Film Festival, the new Florida film tax incentives, and exciting lifestyle/boutique hotel properties. Attendees will have a chance to win an all-expense-paid trip to Miami. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees.

2/14 – 2/16

**The Production Show, Earls Court 2, London, UK**

The Production Show is THE event for everyone involved in the creation of film, commercials, music videos, theatre, documentaries and more. The Production Show 2011 boasted more than 70 exhibitors showcasing their products and services alongside a comprehensive program of seminars and training. Seminar topics included '3D for Producers,' 'Filming in London and the South East: Tips from Locations Experts' and 'Casting Actors,' while Production Case Studies provided a chance to hear expert opinions and advice from top industry professionals and international guest speakers. (CMB & MDC)

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**MARCH 2012**

3/2 – 3/11

**Miami International Film Festival (MIFF) Reception, Miami, FL**

GMCVB's Lifestyle/Boutique Hotels, City of Miami Beach Film Office and the Miami-Dade Office of Film and Entertainment will co-sponsor a reception during MIFF for producers and film industry partners. The GMCVB will be joined by the Film Offices to promote the destination as a key location for film. The Miami In the Spotlight locations book will be provided, as well as other Miami promotional items. (CMB & MDC)

3/16 – 3/25

**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. With more than 500 events throughout 10 days, the Lifestyle/Boutique Hotels will have numerous opportunities to showcase the destination to the more than 70,000 attendees. Miami Lifestyle/Boutique brochures will be included in all delegate bags.

3/17

**SXSW Music Conference, Austin, TX / Perez Hilton's "One Night in Austin"**

**Interactive: 3/9-3/13; Film: 3/9-3/17 & Music: 3/14-3/18**

The GMCVB Promotions team brings Miami to SXSW and engages festival attendees with an interactive lounge. This experiential Miami lounge will provide a taste of Miami's rich flavor to film and music industry professionals and also offer an opportunity to learn about exciting film events in Miami, such as the Miami International Film Festival and The Gay & Lesbian Film Festival. The Miami Lifestyle/Boutique brochures will be distributed to attendees, who will also have a chance to win an all-expense-paid trip to Miami during Miami Live Music Month in November 2012. (CMB & MDC)

3/27

**Tour Connection, New York, NY**

The GMCVB will promote the destination at this event attended by more than 200 travel agents who cater to the production, music and film industries. The Miami Lifestyle/Boutique brochures will be distributed to attendees.

## APRIL 2012

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TBD

### **Tribeca Film Festival, New York, NY**

The 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 location for making independent films. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB & MDC)

4/16

### **Tour Connection, Los Angeles, CA**

The GMCVB will promote the destination at this event attended by more than 200 travel agents who cater to the production, music and film industries. The Miami Lifestyle/Boutique brochures will be distributed to attendees.

## MAY 2012

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TBD

### **Atlanta Layer Cake Series**

The GMCVB Promotions team brings Miami to Layer Cake, a new music series that showcases established and up-and-coming artists in a live, multi-layered performance experience in Atlanta. This experiential Miami lounge will provide a taste of Miami's rich flavor to Atlanta's music industry professionals, who will receive the Miami Lifestyle/Boutique brochures and have a chance to win an all-expense-paid trip to Miami during Miami Live Music Month in November 2012.

## JUNE 2012

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TBD

### **MuchMusic Video Awards (MMVAs) / Perez Hilton's "One Night in Toronto"**

The GMCVB Promotions team brings Miami to the MuchMusic Video Awards (MMVAs), an annual awards program presented by the Canadian music video channel MuchMusic to honor the year's best music videos. This experiential Miami Lounge will provide a taste of Miami's rich flavor to Toronto's music industry professionals, who will receive the Miami Lifestyle/Boutique brochures and have a chance to win an all-expense-paid trip to Miami during Miami Live Music Month in November 2012.

TBD

### **Locations-Produced by Conference, Los Angeles, CA**

This three-day event gathers film commissioners from around the world to meet with LA-based studio executives, producers and location scouts, and presents the GMCVB and the Film Offices the opportunity to showcase our destination. The conference consists of educational seminars for film producers, Miami's top target market, and presents excellent marketing opportunities to the Lifestyle/Boutique Hotels Program and the Film Offices. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB & MDC)

6/1 – 6/31

**Miami Romance Month Local Promotions and PR Stunt**

The GMCVB will develop interactive and guerrilla stunt activities throughout the destination in order to create awareness for the Miami Romance promotion and drive traffic to the program's website, as well as engage consumers via social media platforms.

June-July

**Pride Toronto Road Show**

The GMCVB Promotions team brings Miami to Toronto's Pride Festival with an experiential Miami lounge. The lounge will be fully interactive and will showcase LGBT travel offerings to the community as well as give away an-all-expense-paid trip to Miami's Pride Festival. The Miami Lifestyle/Boutique brochures will be distributed to attendees.

6/5 – 6/7

**E3 Expo, Los Angeles, CA**

E3 Expo is the world's premier trade show for computer and video games and related products. The show is owned by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of the companies, publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. For more information, please visit [E3Expo.com](http://E3Expo.com) or [theESA.com](http://theESA.com). (CMB & MDC)

## JULY 2012

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7/1 – 7/31

**Miami Spa Month Local Promotions and PR Stunt**

The GMCVB will develop interactive and guerrilla stunt activities throughout the destination in order to create awareness for the Miami Spa Month promotion and drive traffic to the program's website, as well as engage consumers via social media platforms.

7/14 – 7/18

**Mercedes-Benz Fashion Week Swim 2012, Miami Beach, FL**

The GMCVB will develop interactive and guerrilla stunt activities throughout the destination in order to create awareness for the Miami Spa Month promotion and drive traffic to the program's website, as well as engage consumers via social media platforms.

## AUGUST 2012

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8/3 – 8/5

### **Lollapalooza Chicago / Miami Oasis / Chicago, IL**

The GMCVB experiential Miami Lounge will promote Miami's live music scene and events during Chicago's Lollapalooza. The Lounge will provide a taste of Miami's rich flavor to Chicago's music industry professionals, who will receive the Miami Lifestyle/Boutique brochures and have a chance to win an all-expense-paid trip to Miami during Miami Live Music Month in November 2012.

## SEPTEMBER 2012

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TBD

### **Independent Film Week, New York, NY**

Independent Film Week is the oldest forum in the U.S. for the discovery of new projects in development and new voices on the independent film scene. The events offer networking opportunities for film industry professionals, Boutique Hotels and the Film Offices. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB)

TBD

### **Toronto International Film Festival, Toronto, Canada**

The Toronto International Film Festival ranks among the most prestigious international film festivals in the world. For 10 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 Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (CMB)

9/16 – 9/18

### **New York Fashion Week / Daily Style Sessions**

The GMCVB Promotions team brings Miami to New York's Fashion Week with an experiential Miami Lounge, where the Miami Spa Month program will be represented along with Greater Miami's lifestyle, fashion and boutique community. The Lounge will provide a taste of Miami's rich flavor to the media, fashion trade and consumers who will receive the Miami Lifestyle/Boutique brochures and have a chance to win an all-expense-paid trip to Miami for Miami Spa Month.

# Lifestyle & Boutique Hotels Film, Fashion & Entertainment Contact

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