

► Media Relations & Promotions



Program of Work 2011-2012



Media Relations & Promotions Program of Work 2011/2012

OCTOBER 2011

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

Short-lead media visits in support of Miami Attractions Month Miami Carnival Media Visits (U.S.)

10/1

Orgullo Festival (JD)

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 a dedicated Miami Beach website. (MBH)

10/1 – 10/31

Miami Museum Month Local Promotion and PR Stunt (JD)

The PR and Promotions team will develop interactive and guerrilla stunt activities throughout the destination 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.

10/3 – 10/7

American Airlines and GMCVB Latin American Media Fams (San Jose, Costa Rica) (MM)

Media Relations staff will participate in an ongoing project throughout the fiscal year (2011-12) to organize and execute media fams stemming from the Latin American markets. Staff will host 5-6 writers on each fam, giving media the opportunity to experience the destination's many faces.

10/7 – 10/10

American Airlines and GMCVB Latin American Media Fams (Guatemala) (MM)

Media Relations staff will participate in an ongoing project throughout the fiscal year (2011-12) to organize and execute media fams stemming from the Latin American markets. Staff will host 5-6 writers on each fam, giving media the opportunity to experience the destination's many faces.

10/12 – 10/15

American Airlines and GMCVB Latin American Media Fams (Peru) (MM)

Media Relations staff will participate in an ongoing project throughout the fiscal year (2011-12) to organize and execute media fams stemming from the Latin American markets. Staff will host 5-6 writers on each fam, giving media the opportunity to experience the destination's many faces.

10/19 – 10/22

American Airlines and GMCVB Latin American Media Fams (Panama) (MM)

Media Relations staff will participate in an ongoing project throughout the fiscal year (2011-12) to organize and execute media fams stemming from the Latin American markets. Staff will host 5-6 writers on each fam, giving media the opportunity to experience the destination's many faces.

10/26 – 10/30

Express Yourself “The Art, Culture and Architecture of Miami” Cross-Market Fam (SS)

Media Relations staff will host six writers from top international magazines and newspapers to experience Miami’s vibrant cultural scene and explore its unique architectural styles. 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 attend performances by some of Miami’s leading artistic companies, meet the leaders in our cultural arts community, and explore the artistic “meccas” that have made Miami the darling of the cultural community. They too will “express themselves” through the discovery of arts, culture, architecture, cuisine, unique attractions and hotels.

NOVEMBER 2011

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

11/1

New York Media Reception & Mission (Member pay-to-play opportunity) (JH/JD)

Media Relations staff will be in New York hosting a media reception on November 1 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. (MBH)

11/1 – 11/30

Miami Live Music Month Local Promotion and PR Stunt (JD)

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

11/3

Toronto Media Reception & Mission (Member pay-to-play opportunity) (JH/JD)

Media Relations staff will be in Toronto hosting a media reception on November 3 for more than 50 of the top print and broadcast media. More than seven hotels, attractions, malls, and travel partners will attend. (MBH)

11/5 – 11/6

Sleepless Night Miami Beach (Media Team)

The Media Relations team will work closely with the 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. (MBH)

11/7

British Guild of Travel Writers Annual Awards (SS)

The Media Relations UK PR team will attend the annual awards dinner. For more than 50 years the BGTW has been the leading organization for travel media professionals. They number among many of Britain’s most successful travel journalists, guidebook writers, editors, photographers and broadcasters. The GMCVB will attend the annual gala and network and reinforce relationships with the UK travel press.

11/7 – 11/10

World Travel Market (WTM) (London, England) (SS)

The Media Relations and Promotions team will travel to the UK and meet with trade and consumer media during the show, and distribute press kits and relevant press materials. They will attend the British Guild of Travel Writers annual awards event and have deskside meetings with key media in London after the show. WTM is the UK’s leading travel trade event, attracting buyers and visitors from more than 200 countries.

11/7 – 11/12

Society of American Travel Writers Convention & Media Mission (JH)

Media Relations staff will promote the latest Miami developments at this top American travel writer convention in New Zealand, which is attended by more than 350 journalists. Staff will operate a media booth at the Media Marketplace and attend Professional Development Seminars.

DECEMBER 2011

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

What's New in Greater Miami and the Beaches Release (CH)

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

12/1 – 12/4

Art Basel Miami Beach Media Visits (Media Team)

Individual international media visits focusing on Miami Beach arts/culture and Art Basel Miami Beach. The journalists will experience the Art Basel scene to include the art fair as well as events taking place throughout the destination. (MBH)

12/14 – 12/18

UK "She-Cation" Fam (SS)

Media Relations staff will host five writers from well-targeted UK media to have a dynamic experience enjoying the places in the destination that are most appealing for popular "girls getaways," bachelorette parties (hen parties) and the like. Long considered to be a long-haul destination for Brits, Miami has become a popular destination for the "aspirational" seeking a quick fix and a truly memorable vacation experience. During this cleverly themed fam trip, the writers will experience some of the best beaches, shopping, nightlife, spas, restaurants and hotels that make Miami one of the most intriguing and desired destinations for a "girls getaway."

JANUARY 2012

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

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. (MBH)

1/20 – 1/22

Sundance Film Festival – Miami Oasis (JD)

The GMCVB promotions team brings Miami to the The Sundance Film Festival with an experiential Miami lounge open to all festival attendees 21 and over. Visitors will experience Miami's rich flavor, sampling Cuban coffee by Café Bustelo, conch chowder, specialty cocktails and live improvised poetry by the Miami-based Poet Depot. The Lounge will also provide filmmakers, celebrities, industry professionals and visitors a convenient location to warm up and learn about exciting film events in Miami such as the Miami International Film Festival, the new Florida film tax incentives, and exciting boutique hotel properties. (MBH)

FEBRUARY 2012

February Media Newsletter (breaking news and events) (SS)

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. 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. The Miami Lifestyle/Boutique brochures and the Miami in the Spotlight locations book will be distributed to attendees. (MBH)

2/23 – 2/26

South Beach Wine & Food 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 2012

March Media Newsletter (breaking news and events) (JH)

What's New in Greater Miami and the Beaches Release (CH)

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

3/2 – 3/11

Miami International Film Festival (MIFF) Media Visits

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. (MBH)

TBD

LAN Airlines Co-op Argentina and Chile Mission (MM)

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

TBD

Florida Select Mission (Mexico) (MM)

Media Relations staff will participate in Visit Florida's sixth annual event. Through a series of events and activities, staff will showcase the destination. Staff will also make media appointments to further promote Miami.

3/7 – 3/11

ITB Berlin 2012 (JD)

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.

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. The 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. (MBH)

APRIL 2012

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

4/4 – 4/8

Miami Sports (EXTREME!!!) Cross-Market Media Tour (MM)

Media Relations staff will host a group of international journalists on a cross-market sports fam highlighting the many sports related events and games that take place in Miami. To be highlighted is the new Marlins Stadium.

TBD

American Airlines and GMCVB U.S. Hispanic Media Fam (JH)

Media Relations staff will host 5-6 domestic writers flown in by American Airlines, the #1 U.S. carrier in the top 10 U.S. Hispanic DMA's, to experience the destination's many faces. Miami is a key U.S. Hispanic city for AA hubs.

4/17

VISIT FLORIDA New York City Blogger & Digital Media Reception (JH/JD)

Media Relations staff will join VISIT FLORIDA at its second blogger and digital media reception in New York City. This will be a two-hour luncheon with stations for partners to share news about their destinations with some of the most influential bloggers and other digital media journalists.

4/18

VISIT FLORIDA New York City Annual Consumer Media Reception (JH/JD)

Media Relations staff will join VISIT FLORIDA at its annual consumer media reception in New York City. Journalists from some of America's top consumer media organizations will be invited to a multi-course luncheon to dine with VISIT FLORIDA partners and learn about the latest happenings in their destinations. The New York City Consumer Media Reception will be a sit-down luncheon format.

4/21 – 4/25

USTA International Pow Wow 2010 (Los Angeles, CA) (Media Team)

International Pow Wow is the largest international travel trade show in the US. 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.

MAY 2012

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

TBD	<p>Atlanta Layer Cake Series</p> <p>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. The 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. (MBH)</p>
5/1 – 5/31	<p>Miami Museum Month Promotion & PR Stunt (JD)</p> <p>The PR and Promotions team will develop interactive and guerrilla stunt activities throughout the destination in order to create awareness for the Miami Museum Month promotion and drive traffic to the program's website, as well as engage consumers via social media platforms. (MBH)</p>
5/2 – 5/5	<p>2012 Travel Media Association of Canada (TMAC) AGM & Conference (JH)</p> <p>Media Relations staff, along with the VISIT FLORIDA delegation, 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 May 2-5, 2012 in Fredericton, New Brunswick. The objective of the conference is to network with media, and discuss story ideas and press trip opportunities during 15-minute individual sessions at Media Market Place.</p>
5/2 – 5/6	<p>Miami LGBT Aqua Girl Cross-Market Fam (JH)</p> <p>The GMCVB will showcase Greater Miami and the Beaches' arts, culture, entertainment and nightlife to six representatives from international and domestic gay travel publications including the Aqua Girl festival taking place May 2-6, 2012. (MBH)</p>
5/16 – 5/20	<p>Fit Miami Cross-Market Media Fam (MM)</p> <p>Media Relations staff will host a group of international writers to experience all of the fun and fit health and wellness opportunities Miami has to offer. From boutique spas to state-of-the-art fitness centers and programs, writers will take part in a fam that will rejuvenate and get the heart pumping.</p>
TBD	<p>Atlanta Jazz Festival (JD)</p> <p>The GMCVB Promotions team takes the roadshow to The Atlanta Jazz Festival, where the team will build an interactive lounge to engage festival attendees with Miami offerings including a trip giveaway to The American Black Film Festival in Miami and a Miami Spice preview.</p>
5/21 – 5/25	<p>Miami's Hidden Gems Canadian Fam (JH)</p> <p>Media Relations staff will host a group of Canadian journalists while highlighting Miami's hidden gems including some quirky, off-the-beaten-path attractions.</p>

JUNE 2012

June Media Newsletter (breaking news and events) (JH)

What's New in Greater Miami and the Beaches Release (CH)

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

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. (MBH)

6/1 – 6/30

Miami Romance Month Promotion and PR Stunt (JD)

The PR and Promotions team 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. (MBH)

TBD

LAN Airlines Co-op Ecuador and Peru Mission (MM)

Media Relations staff will participate in a LAN airlines promotion, visiting top travel professionals including media. Educational workshops and presentations will be conducted. Staff will also conduct media calls and VIP client events in each country.

TBD

PRSA 2012 Travel & Tourism Conference (San Antonio, TX) (JD)

The PRSA 2012 International Conference presents the most current and relevant public relations topics, including social media, crisis communications, branding and sustainability.

6/15 – 6/17

TBEX – Travel Blog Exchange 2012 (Keystone, CO) (JD)

The world's premier and largest conference of travel bloggers, writers, and new media creators will take place at the Keystone Resort & Convention Center, which sits at an elevation of 9,280 ft. in the Colorado Rocky Mountains.

6/20 – 6/24

Eco-Chic Fam German Media Fam (SS)

Media Relations staff will host six writers from select and targeted media in the German market to experience the wide range of "green" activities that appeal to the environmentally savvy German traveler. The demand for socially responsible and environmentally friendly tourism is a strong trend in the German market. This fam will showcase the destination's wide variety of eco-friendly activities, green hotels, and healthy and sustainable dining options that appeal to this socially conscious market.

6/20 – 6/24

Latin American Shopping Fam (MM)

Media Relations will host a group of Latin American journalists to experience the diversity the destination has to offer in way of unique boutiques, shopping services, and specific types of shopping (i.e. bridal, baby, back to school, etc.).

June – July

Pride Toronto – Miami Express Yourself Roadshow (JD)

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 Beach's Pride Festival. (MBH)

JULY 2012

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

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.

TBD

African-American Media Miami Fam (JH)

Media Relations staff will host five domestic writers to experience a plethora of cultural institutions, museums, and an ever-expanding schedule of entertainment events and festivals all signifying a city that embraces its African-American heritage and is committed to fostering African-American tourism. Participants will also have the chance to experience the American Black Film Festival (dates to be announced). (MBH)

TBD

Miami Fashion Week Swim Promotions & Media Visits

Media Relations staff will assist media visiting Miami to promote both the event, Miami Fashion Week Swim, as well as the Greater Miami area.

TBD

North America Summer Stunt (JH/JD)

Media Relations staff will travel to the top domestic market and host media meals/conduct media calls for press at their offices and/or restaurants, taking Miami's star chefs to pre-promote Miami Spa/Miami Spice Restaurant Month. Includes execution of New York summer stunt and a media lunch/dinner.

7/1 – 7/31

Miami Spa Month Local Promotion and PR Stunt (JD)

The PR and Promotions team 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

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. (MBH)

7/25 – 7/29

"Everyone is a Kid" Family Cross-Market Fam (SS)

Media Relations staff will host six international journalists from well-targeted media to experience the diversity Miami has to offer families. The itinerary will showcase Miami's family-friendly restaurants, accommodations, attractions and shopping outlets.

AUGUST 2012

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

8/1 – 8/31

Miami Spice Restaurant Month Media Promotions (U.S.) (JD)

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

8/3 – 8/5

Lollapalooza Chicago – Miami Oasis (JD)

The GMCVB Promotions team brings Miami to Chicago's Lollapalooza with an experiential Miami Lounge to promote Miami's live music scene and events. Activation will include live performances by Miami bands, mojito bar and other offerings. (MBH)

- 8/6 – 8/10** **Latin American Luxury Fam Tour (MM)**
Media Relations team will host Latin American writers to experience the diversity in luxurious accommodations, attractions, nightlife, dining and shopping venues available in Greater Miami and the Beaches.
- TBD** **Brazil Media Mission (Sao Paulo, Rio de Janeiro) (MM)**
Media Relations will conduct a mission/promotion to further create buzz and exposure in the #1 South American market. Staff will participate in media appointments, events and promotions (details to be announced).

SEPTEMBER 2012

- September Media Newsletter (breaking news and events) (JH)**
- What's New in Greater Miami and the Beaches Release (CH)**
Quarterly news release on the latest developments in hotels and resorts, attractions, restaurants, nightlife and entertainment. Fall.
- 9/16 – 9/18** **New York Fashion Week / Daily Style Sessions Road Show**
The GMCVB Promotions team brings Miami to New York's Fashion Week where the Miami Spa Month program will be represented along with Greater Miami's lifestyle, fashion and boutique community. This experiential Miami 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. (MBH)
- 9/19 – 9/23** **Miami 'Sophisticated Silvers' Cross-Market Fam (JH)**
Media Relations staff will host six international writers to experience Miami restaurants, accommodations, attractions, and shopping that appeal to active adults over the age of 50.
- TBD** **American Airlines and GMCVB Latin American Media Fams (Montevideo, Uruguay, Medellin, Colombia and Caracas and Maracaibo, Venezuela) (MM)**
Media Relations staff will participate in an ongoing project throughout the fiscal year (2011-12) to organize and execute media fams stemming from the Latin American markets. Staff will host 5-6 writers on each fam, giving media the opportunity to experience the destination's many faces.

***MBH denotes potential Miami Boutique Hotel inclusion.**

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