CONTENT DEVELOPMENT & CREATIVE SERVICES

PROGRAM OF WORK 2019/2020
## Content Development & Creative Services

<table>
<thead>
<tr>
<th>December &amp; January</th>
<th>February &amp; March</th>
<th>April &amp; May</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIAMI</td>
<td>MIAMI</td>
<td>MIAMI</td>
</tr>
<tr>
<td>ARTS &amp; HERITAGE</td>
<td>HEALTH &amp; WELLNESS</td>
<td>ATTRACTIONS &amp; MUSEUMS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>June - September</th>
<th>July &amp; August</th>
<th>August &amp; September</th>
<th>October &amp; November</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIAMI</td>
<td>MIAMI</td>
<td>MIAMI</td>
<td>MIAMI</td>
</tr>
<tr>
<td>HOTELS</td>
<td>SPA</td>
<td>SPICE</td>
<td>ENTERTAINMENT</td>
</tr>
</tbody>
</table>

### OCTOBER 2019

- Miami Entertainment Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
- Aqua Girl — Social Media Posts
- Celebrate Orgullo — Social Media Posts
- Coral Gables Hispanic Cultural Festival — Social Media Posts
- Cruise Miami Brochure 2020 — Design & Produce
- GMCVB Annual Meeting 2019 — Design Collateral & Video Recap
- Hialeah Pride — Social Media Posts
- Hispanic Heritage Month — Social Media Posts
- IBTM World Trade Show Booth 2019 — Design Collateral
- Miami Carnival — Social Media Posts
- Miami Temptations Programs 2020 — Design Collateral & Art Direction

### November 2019

- Miami Entertainment Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
- Art Basel Miami Beach — Print Collateral
- Art of Black Miami kickoff — Social Media Posts
- H.O.T. Challenge 2020 Sponsorship Sales — Video Production
- Miami Book Fair — Social Media Posts
- Outdoor Adventure Creative Campaign — Video Production

### DECEMBER 2019

- Miami Arts & Heritage Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
- Art Basel Miami Beach — Social Media Posts — MBCC Video Recap
- Art of Black Miami — Social Media Posts
- Miami Spice Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
- Greater Miami & the Beaches Multilingual City Guides — Produced in English, Spanish, Portuguese, French, German, Italian, Chinese and Russian
- Greater Miami & the Beaches Travel Planner
Greater Miami & the Beaches Vacation Planner/Visitors Guide
Miami Art Week — Social Media Posts
Orange Bowl — Social Media Posts
Outdoor Adventure Creative Campaign — Video Production
Taxi Chauffeur Brochure 2020 — Design & Print Production

**January 2020**

Miami Arts & Heritage Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
ANATO 2020 Trade Show Booth & Collateral — Design Collateral
Art Deco Weekend — Social Media Posts
Art of Black Miami continued exhibits — Social Media Posts
MLK Parade and festivities — Social Media Posts
NATPE — Design & Social Media Posts
Outdoor Adventure Creative Campaign — Video Production
South Beach Jazz Festival — Social Media Posts
Three Kings Day Parade — Social Media Posts
Winter Party — Social Media Posts

**FEBRUARY 2020**

Miami Health & Wellness Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Art Basel Hong Kong Trade Show Booth 2020 — Design Collateral
Art Wynwood — Social Media Posts
Arts & Culture Insider spring/summer issue
Black History Month — Social Media Posts
Coconut Grove Arts Festival — Social Media Posts
Community Day at the Lyric Theater — Social Media Posts
Ground Up Music Festival — Social Media Posts
Outdoor Adventure Creative Campaign — Video Production
ITB Berlin Trade Show Booth 2020 — Design Collateral
Miami Marathon & Half Marathon — Video/Photo Production & Social Media Posts
Sailing World Cup Miami — Social Media Posts
SoBe Food & Wine Festival — Social Media Posts
Super Bowl LIV 2020 — Social Media Posts

**MARCH 2020**

Miami Health & Wellness Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
305 Day - Miami Awards (Tentative) — Social Media Posts
305 Half Marathon — Social Media Posts
Calle Ocho Festival — Social Media Posts
Carnaval on the Mile — Social Media Posts
eMerge Conference 2020 — Video Production
Flamenco Festival — Social Media Posts
Greater Miami & the Beaches Meeting Planner
H.O.T. Challenge 2020 — Art Direction
Jazz in the Gardens — Social Media Posts
Miami Film Festival — Social Media Posts
Miami Open — Advertising Design & Social Media Posts
Ultra Music Festival/Miami Music Week — Social Media Posts
APRIL 2020

Miami Attractions & Museum Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Calle Ocho Festival — Social Media Posts
Carnaval on the Mile — Social Media Posts
IMEX Frankfurt 2020 Trade Show Booth — Design Collateral
IPW Trade Show Booth — Design & Collateral
ITF Young Seniors World Championships — Advertising & Social Media Posts
Life Time South Beach Triathlon — Social Media Posts
Miami Beach Pride — Video Production & Social Media Posts
Miami International Agriculture, Horse & Cattle Show — Social Media Posts
NASCAR Ford EcoBoost 400 — Social Media Posts
OUTshine Film Festival — Social Media Posts
Reunion market promotions — Social Media Posts
Sankofa Jazz Fest — Social Media Posts
Shell Open Championships - PGA Tour Latin America — Social Media Posts
Soccerex — Social Media Posts
State of the Industry 2020 — Video Production & Design Collateral

MAY 2020

Miami Attractions & Museum Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Asian Pacific Heritage Month — Social Media Posts
Focus on Heritage Museums — Social Media Posts
Haitian Heritage Month — Social Media Posts
H.O.T Challenge — Social Media Posts
Jewish American Heritage Month — Social Media Posts
LE Miami 2020 Trade Show Booth — Design Collateral
National Tourism Month — Social Media Posts
Out in the Tropics — Social Media Posts
Sizzle Miami — Social Media Posts
Wedding Showcase — Social Media Posts

JUNE 2020

Miami Hotel Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
American Black Film Festival (ABFF) — Social Media Posts
Art Basel Switzerland — Social Media Posts
Caribbean American Heritage Month — Social Media Posts
Greater Miami & the Beaches Family Fun Guide
LE Miami 2020 Trade Show — Video Production
Taste of the Caribbean — Social Media Posts
July 2020

Miami Hotel Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Miami Spa Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
GMCVB Annual Budget & Program of Work Binder — Design Collateral
GMCVB Divisions Program of Work Calendar Covers — Design Collateral
GMCVB Partner Workshop 2020 — Design Collateral
Independence Day for various countries — Social Media Posts
Independence Day celebrations in Miami — Social Media Posts
Key Biscayne Half Marathon — Social Media Posts
Optimist Junior Golf Championships — Social Media Posts
Overtown Music & Arts Festival — Social Media Posts

AUGUST 2020

Miami Hotel Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Miami Spa Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
Miami Spice Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
AfriCANDO Conference Collateral — Print Collateral
Arts & Culture Insider fall issue — Design & Print Production
Brand USA Travel Week 2020 Trade Show Booth — Design Collateral
Greater Miami & the Beaches Pocket Guide
IFTM Top Resa 2020 Trade Show Booth — Design Collateral
IMEX America 2020 Trade Show Booth — Design Collateral
Reunion Month — Social Media Posts
Toronto International Film Festival Collateral — Design Collateral

SEPTEMBER 2020

Miami Hotel Months — Miami Temptations Program — Advertising, Art Direction & Social Media Posts
AfriCANDO — Social Media Posts
ArtsLaunch — Social Media Posts
Education Fund Teach-A-Thon Program Book — Print Collateral
Hispanic Heritage Month — Social Media Posts
Miami Cruise Brochure & Cruise Guide 2021 — Design & Print Production
Orange Bowl Paddle Championship — Social Media Posts
Russian American Month — Social Media Posts
Year-end publications: Year in Review 2019/2020; Marketing Plan 2020/2021

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.
SPECIALTY NICHE PUBLICATIONS

**Miami Cruise Guide**
Showcases Miami as the Cruise Capital of the World™ and the cruise lines that call Miami home. Features pre- and post-cruise itineraries, as well as an overview of hotels, restaurants, attractions, museums, shopping and nightlife.

**Miami Sports & Golf Brochure**
Showcases Greater Miami and the Beaches’ sports venues and golf courses.

Content Development & Creative Services

**Janel Blanco**  
Sr. Manager — Content Development  
Janel@GMCVB.com | 305/503-3255

**Cris Ascunce**  
Creative Services Manager — Content Development  
Cris@GMCVB.com | 305/503-3246

**Robert Franzino**  
Sr. Editorial Manager — Content Development  
Robert@GMCVB.com | 305/539-3096

**Andy Hoffman**  
Sr. Digital Editorial Manager — Content Development  
Andy@gmcvb.com | 305/539-3030

**Maika Moulite**  
Social Media Manager — Content Development  
MMoulite@gmcvb.com | 786/347-4168

701 Brickell Avenue, Suite 2700  
Miami, FL 33131 USA  
Miamianbeaches.com