Working Together to Better Serve Clients

Please join Convention Services to collaborate and strategize on ways to assist meeting planners achieve their goals and execute safe and successful events.
MEET THE TEAM

Patricia Bayona
Director of Meeting & Convention Services

Monica Martinez
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Meeting & Convention Services Manager

Teresa Dumas
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Contact us at: ConventionServices@gmcvb.com
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INTEGRATED
INSIGHT

John Page
Vice President

Jessica Dreiling
Consultant
Convention Services Overview

We service every meeting and convention that comes to Greater Miami and the Beaches.

We are an Extension of the Meeting Planner’s team.

Helping our clients plan
SAFE MEETINGS!
What We Do

We are destination experts who share our knowledge of local businesses and resources with meeting planners.
Services Provided

**Referrals:** Venues, restaurants, event space, staffing, caterers, DMCS, all suppliers to cover all meeting services needed in the New Normal

**Recommendations:** Tours, must see or must do in Greater Miami and the Beaches both indoor and outdoor – there is much to see and do SAFELY!

**Welcome Messaging:** Banners, airports, bus shelters, billboards and more
Services...

**Digital Content:** Photos, videos, B-roll and other content to help build attendance and to recreate the Miami vibe for meetings that have shifted to Virtual.

**Promotional Tools:** Banner ads, microsite, e-vites, postcards to build attendance.

**Brochures:** Delegate, Multicultural, Family Fun Guides and more.

**Maps and Logistical Information:** Maps of Miami, custom locator maps and more.
Services...

Virtual or In-Person Site Inspection Planning Assistance: Assisting our clients and supporting our GMCVB Partners

Special Offers: Work with partners to create special group offers to help our businesses and add value

Community Liaison: Work with Chambers, BIDs, municipalities and community partners

Social Responsibility and Team Building: Activities that resonate with the times
Familiarization Trips

Convention Services to support Sales in planning Virtual or In-Person Familiarization Trips to educate planners on what our destination is doing to be Covid-19 safe!
Current Projects

**Partner Profile Updates:** Latest floor plans, capacities, safety protocols/initiatives

**Miami Shines Destination Pledge:** Our safety commitment to visitors

**Meeting & Event Planner Toolkit:** [https://www.miamiandbeaches.com/meeting-planners/meeting-services](https://www.miamiandbeaches.com/meeting-planners/meeting-services)
Miami Shines Destination Pledge*

Miami International Airport
(Miami-Dade County):
- Facial coverings required for passengers, employees and visitors
- Increased cleaning and disinfecting of high touch point areas
- Additional hand sanitizing stations
- Plexiglass in key areas
- Additional signage
- Dining & lounges restricted to 50 percent capacity
- Implementing social distancing (at least 6 feet)

Hotels
(Greater Miami & The Beaches Hotel Association):
- COVID-19 Certification Training (MDC)
- Increased cleaning and disinfecting
- Additional signage
- Certified workplace safety training for staff
- Mandatory PPE equipment for staff
- Health screening for staff
- High-efficiency air filters
- Plexiglass in key areas
- Social distancing (at least 6 feet)

Miami Beach Convention Center
(Spectra Management/Centerplate):
- Pursuing GBAC STAR Facility Accreditation
- Increased cleaning and disinfecting
- Touch-free surfaces in restrooms
- Additional signage
- Staff training on proper prevention techniques
- Additional hand sanitizer dispensers
- Food & Beverage service providers also taking appropriate measures

Transportation / Shuttles
(MDC Dept. of Transportation, Taxicab Authority, Uber, Lyft):
- Disinfecting & cleaning all surfaces and vehicles after each ride
- Hand sanitizer, face masks and cleaning supplies distributed to drivers and available at loading zones
- Removed additional touchpoints in vehicles
- Drivers/customers must wear facial coverings
- Social distancing measures in vehicles & loading zones and adhering to capacities
- Plexiglass between driver and passengers

Restaurants
- Restaurant staff must wear facial coverings
- Screening employees
- No preset place settings
- Cleaning and disinfecting after every seating
- Hand sanitizer and wipes available at each table
- Disposable menus, cutlery and single-use condiments

Retail
- Masks required for visitors and employees
- Enforcing social distancing
- Cleaning and disinfecting
- Hand sanitizing stations throughout malls/stores
- Monitoring shopper traffic
- Screening employees
- Plexiglass in key areas

* The above is based on CDC Guidelines
GMCVB Magnet Program

What is the Magnet Program

• GMCVB’s initiative to engage our community to bring more meetings and conventions to Meet in Our Own Backyard

• Type of Groups include
  o Associations
  o Corporate
  o Weddings
  o Family Reunions
Magnet Program

How it Works

• Connect the GMCVB
  • Bridge the destination decision maker to the GMCVB
Contact: Jill@GMCVB.com

• Let Us Take it From Here
  • We will work directly with the destination decision maker
  • We will source the best accommodation property for their group
Magnet Program

Miami Magnet Recipient Incentive
  • Recognition luncheon
  • Award ceremony
  • What’s Happening

Win Win
  • YOU were instrumental in contributing to showcasing our beautiful city in hopes for repeat business
Community Partnerships

✓ Supporting our businesses

✓ Making Safety #1 Priority

✓ Reassuring our customers
Business Improvement Districts (BID)

• Engaging and promoting our local businesses
  • Marketing activity – Raising a town or cities profile.
  • Encouraging development and regeneration projects.
  • Creates events/projects.

• GMCVB BID Partnerships
  • Opportunities for engagement
  • BID’s outreach to their community members
Business Improvement District (BID)

Couldn’t Be Easier
- Offers are sent to the GMCVB
- GMCVB Creates link
- GMCVB Distributes to all incoming groups

Redemption
- Show Your Conference Badge
  - Snap a Pic
  - Actual Badge
Timothy F. Schmand
Executive Director,
Lincoln Road Business Improvement District
GMCVB Partners
and
Safe Meetings

✓ Latest Partner information
✓ Educating the customer
✓ Connecting Partners and Customers
Alan Newman
Sales Manager
Perez Art Museum Miami
Chiara Giorgi
Global Brand & Event Director
Seatrade Cruise Events
Connect with Us
ConventionServices@GMCVB.com
THANK YOU!