



Annual Partner Workshop

July 13, 2022

Convention Sales, Sports, Services

How do we go from great to greater? Working together, we will uncover specific strategies, smart targets, as well as common needs to keep our great destination on top, for all meetings and events.

Convention Sales



CAROL MOTLEY

SR. VICE PRESIDENT,
CONVENTION SALES &
SERVICES



MARTI TEJADA

ASSOC. VICE PRESIDENT,
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Manager of in-house Sales



SINDY BOHADA

CONFERENCE SALES MANAGER
**100-499 Mid-Atlantic | SE |
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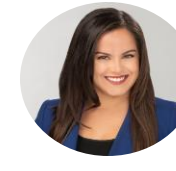
ALEX BATISTA

VICE PRESIDENT, CONVENTION SALES
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JOE McCRAY

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MONICA SILVA

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JEANNIE GIACALONE

CONFERENCE SALES MANAGER
100-499 Midwest | NE | West Coast

New Positions

Convention Sales

- **International Account Manager** - International - 10 rooms on peak and above.
- **Director of Corporate Accounts** – West Coast - 100 rooms on peak and above.
- **Project Manager** – Conventions Marketing / Community Relations

Convention Services

- **Manager, Meeting & Convention Services** – Groups of 300 – 999 attendees

Sales & Service Monthly Communication

- Monthly Sales Stats - (*#Leads, Definites, Lost*)
- Future STR pace
- Sales team activity
- Upcoming sales missions
- Upcoming FAMS
- Definite MBCC Citywide Pace

What else would you like for us to include?

Community Engagement

- Quarterly Sales Task Force Meetings (*Miami Beach, Downtown, Airport*)
- Quarterly Meetings with General Managers
- Weekly Hotel visits
- Weekly event participation

What other engagement would you like to see?

Building Our Sales Funnel

- Goals as a team (generate new leads, bookings and room nights)
- Strategies (*Short Term Corporate, Long Term Associations/International*)
- *Booking trends, booking windows*
- Citywide lead responses (*timing, max room blocks, rates, cut-off dates*)
- Remaining competitive
- Promotions – Need dates
- Outside our 2-year window

What else is important to you?

Building Our Mission/Tradeshow Calendar

- Major Industry Tradeshows: IAEE, PCMA, ASAE, MPI, CEMA, Pharma Forum, Cvent, NCBMP, HelmsBriscoe, ConferenceDirect, IMEX, IBTM, FICP.
- Sales Missions to key markets: DC, Chicago, NY, LA, FL, TX, International

What other targets should we have?

Telling Our Story

- Website sales tools
- Marketing sales tools
- Wow Sites
- Wow Fams
- Sales Mission /Tradeshow Activations
- PR coverage

What other tools should we use?



Training

How can we help train your sales team?

Why should you work with us?

What are customers asking?

Sports & Entertainment Tourism



MIAMI
FIFA WORLD CUP 2026™
HOST CITY



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Sports & Entertainment Tourism

- Major sporting events set a precedent for additional matches, conferences, and meetings
- The more participation we get from hotels for the major events, the more likely we will land ancillary events and meetings leading up to it (*this comes directly from the event organizers*)

Example – Landing the World Cup brings more attention to Miami to host more events, workshops, training opportunities, and draws (If we can't commit room blocks, they won't come to Miami for these additional opportunities)

- Event organizers have a tight network, and they all talk to each other and compare notes on destinations (big and small events)
- When Miami hosts major sporting events, it puts the destination in the spotlight and other events will follow (youth, amateur, especially Olympic and Pan American Games, and professional)

What can we ask event organizers that would help in your process?

Upcoming Major Sporting Events

- **FIFA World Cup** *(June - July 2026)*
- **NFL Super Bowl** *(Date TBD)*
- **College Football Playoff National Championship** *(Bidding for January 2026)*
- **College Football Playoff Semi-Final** *(Projected December 2024 or January 2025)*
- **World Baseball Classic** *(2023 – March Every Four Years)*
- **Rugby World Cup** *(2031 Men / 2033 Women)*
- **Formula 1 Miami Grand Prix** *(Yearly May Event)*
- **Miami Open Tennis** *(Yearly March/April Event)*
- **Miami Marathon** *(Yearly late January/Early February Event)*
- **Dixie Vodka 400** *(Yearly October Event)*

Sports & Entertainment Tourism

- Build on Practice Safe Sets program (www.PracticeSafeSets.Com)
- **Miami-Dade Film Incentives**
 - Miami-Dade County – Minimum \$1 million spend for a maximum grant of \$100,000 and \$500,000 spend for a maximum grant of \$50,000
 - City of Miami Beach - \$10,000 per project with a minimum Miami Beach spend of \$25,000
 - Miami Beach Visitor and Convention Authority - Maximum \$50,000 grant with minimum Miami Beach spend of \$200,000 and required booking of 250 room nights
 - City of North Miami - 30% reimbursement of total expenditure over \$10,000 up to \$50,000
- **Power of showcasing hotel properties for filming**
 - Example – Dua Lipa’s “New Rules” music video was filmed at the Confidante Miami Beach
 - Filmed in 2017 and has 2.6 BILLION views on YouTube and 16 million likes

Convention Services



MARIANNE SCHMIDHOFER

INTERIM DIRECTOR, MEETING AND
CONVENTION SERVICES

1001-3000 Attendees



JILL POTASH

MEETING AND CONVENTION SERVICES
MANAGER

1001-3000 Attendees



TERESA DUMAS

MEETING AND CONVENTION SERVICES
COORDINATOR

0-299 Attendees

Trends on Service Side

- We are experiencing more requests for Corporate Social Responsibility (CSR) projects, giving back to the destination/community.
- Sustainability is popping up more as must-have, no longer nice to have.
- More dietary restrictions from attendees, and planners looking for creative F&B solutions.
- Programs booking in closer, less time to secure vendors and provide the planner with all their service needs.

What trends are you seeing?

How can we support you?

THANK YOU