



# COMMUNICATIONS, PR & SOCIAL MEDIA

## Program of Work 20/21



MIAMI  
*shines*

GREATER MIAMI AND THE BEACHES

THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI AND THE BEACHES.

## **PROGRAM OF WORK**

### **MONTHLY**

Communications Newsletter (breaking news & events)

### **OCTOBER 2020**

10/1–31: Miami Spa Month and Miami Spice  
Restaurant Month

10/14–17: Society of American Travel Writers  
Virtual Conference

10/21: GMCVB Annual Meeting – Tourism Recovery Plan and Efforts

### **NOVEMBER 2020**

11/6–10: Miami Book Fair Social Media Support

11/27–12/8: Art Week Media Visits

### **DECEMBER 2020**

12/1–1/31: Miami Arts, Culture & Heritage Months

### **JANUARY 2021**

12/1–1/31: Miami Arts, Culture & Heritage Months

1/1: What's New in Greater Miami and the Beaches Quarterly News Release – Winter

1/11–14: PCMA Convening Leaders / San Francisco, CA

1/27–28: TravMedia International Media Marketplace

### **FEBRUARY 2021**

2/1–3/31: Miami Health & Wellness Months

2/15–21: Gay8 Individual Media Visits / Miami, FL

### **MARCH 2021**

2/1–3/31: Miami Health & Wellness Months

3/1: What's New in Greater Miami and the Beaches Quarterly News Release – Spring

3/1–10: Miami Film Festival Media Visits – Latin American and Domestic / Miami, FL

3/9–12: ITB Berlin 2021 (Virtual)

### **APRIL 2021**

4/1–5/31: Miami Attraction & Museum Months

4/6–8: World Travel Market Brazil

4/26–27: eMerge Americas / Miami Beach, FL

TBA: New York Media Reception & Mission /  
New York, NY

TBA: Canadian Media Reception & Mission /  
Toronto, Canada

TBA: Global Meetings Industry Day Media Outreach

TBA: Cruise Capital of the World Influencer Program / Miami, FL

### **MAY 2021**

4/1–5/31: Miami Attraction & Museum Months

5/20–23: SoBe Food & Wine Festival Media Visits / Miami Beach, FL

5/29–6/2: Miami Fashion Week Media Visits / Miami, FL

TBA: National Tourism Month and GMCVB State of the Industry Announcement / Miami, FL

TBA: Pan European Health & Wellness Press Tour / Miami, FL



### **JUNE 2021**

6/1–9/30: Miami Hotel Months

6/1: What's New in Greater Miami and the Beaches Quarterly News Release – Summer

6/14–17: LE Miami / Miami Beach, FL

TBA: American Black Film Festival / Miami, FL

TBA: Cross Market Bling on a Budget Press Tour / Miami, FL

TBA: Travel Media Association of Canada (TMAC) AGM & Conference / Canada

### **JULY 2021**

6/1–9/30: Miami Hotel Months

7/1–8/31: Miami Spa Months

TBA: Miami Swim Week Media Visits

### **AUGUST 2021**

6/1–9/30: Miami Hotel Months

7/1–8/31: Miami Spa Months

8/1–9/30: Miami Spice Restaurant Months

8/14–17: ASAE Media Appointments / Dallas, TX

TBA: Latam and Caribbean Market Press Tour

### **SEPTEMBER 2021**

6/1–9/30: Miami Hotel Months

8/1–9/30: Miami Spice Restaurant Months

9/21–25: USTA IPW 2021 / Las Vegas, NV

TBA: U.S. Hispanic Press Tour / Miami, FL

**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.