



Engaging LGBTQ Audiences

LGBTQ Marketing Workshop

PRESENTED BY

Dan Rios

Director, LGBTQ Marketing

Thank you to our Sponsor



Agenda

- Introduction
- Engaging LGBTQ Delegates / Show Your Badge
- Social Media Collaborations
- Welcoming LGBTQ Families
- Showcasing Local LGBTQ Art & Artists
- Q&A

Engaging LGBTQ Delegates

Who is Bandwango?

- Platform takes all of the things-to-do in a destination and combines them into experience passes
- Mobile-optimized website; there's no app to download
- Merchant services team handles all onboarding, accounting and customer service

Upcoming Events at MBCC Aug-Dec 2021

- 40 Events
- 260,000 Attendees

Show Your Badge Mobile Pass Benefits

- Free to sign up and easy to redeem
- Passes are instantly delivered to consumer via text and email and are ready to use immediately
- Passes feature real-time relevant information for each merchant
 - Operating hours
 - Phone number
 - Location and map features
- Drives attendee visitation to businesses across the destination
- Automated and trackable distribution
- Controlled expiration dates



Social Media Collaborations



South Beach Wine & Food Festival

- Drag Brunch Giveaway Promotion

MIAMI BEACH

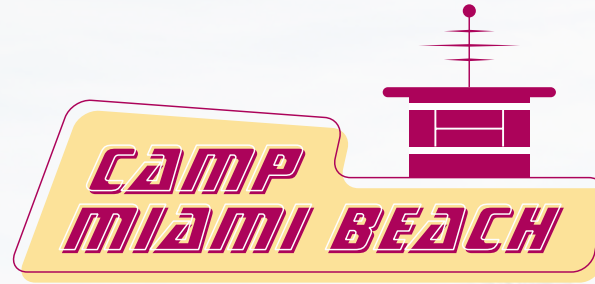


Miami Beach Marriage Equality Day

- Airfare & Accommodation Giveaway Promotion



Welcoming LGBTQ Families



Attract LGBTQ Families + Promote Hotels + Promote Attractions

THE
BASS

MIAMI BEACH



New World Symphony
America's Orchestral Academy
Michael Tilson Thomas, Artistic Director

FIU | Jewish Museum
of Florida

WOLFSONIAN FIU



Educational Sessions for Parents • Activities for Children

Showcasing LGBTQ Artists



Attract LGBTQ Visitors + Promote LGBTQ Art & Culture + Promote Hotels

BAKEHOUSE
ART
COMPLEX

FOUNTAINHEAD

O,
Miami

Oolite Arts

Visual Artists • Performing Artists • Spoken Word

HOTEL PARTNERS

Questions?