

# From Sidelines to Headlines: Scoring Big with PR & Social Media





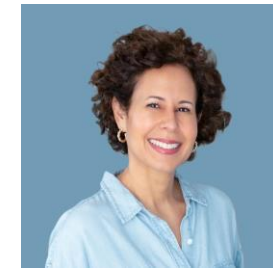
# GMCVB Marketing Communications Team



**Jennifer Diaz-Alzuri**



**Suzie Sponder**



**Melina Martinez**



**Jennifer Haz**



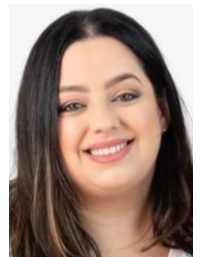
**Anthony Guivas**



**Izabella Felpeto**



**Sofia Verdear**



**Eissy Corrales**

# Welcome

**JeffreyGroup**



**four**  
FOUR COMMUNICATIONS

EXPRESSION  
G R O U P E

**related**



**rbb**  
C o m m u n i c a t i o n s

# The Power of Sports in Greater Miami





# Case Study: Sports Themed Press Trip

**Objective:** Elevate Greater Miami as a sports travel capital and encourage staying beyond the game to experience Miami's neighborhoods, restaurants, attractions and hotels.





# Case Study: Sports Themed Press Trip



## Messi's Presence Elevates Miami's Global Profile

In the home of many championship teams, soccer star's arrival has made it an even hotter sports destination

By: Matt Traub



yahoo!creators

## FIFA Club World Cup 2025: Where to Watch and Stay in Miami

Miami is gearing up for a summer of nonstop fútbol and the excitement goes far beyond the pitch. With 32 of the world's top clubs competing across 12 U.S. stadiums in the expanded [2025 FIFA Club World Cup](#), the Magic City emerges as a prime destination for fans. Hard Rock Stadium will host eight major matches, including appearances by Real Madrid, FC Bayern Munich, Boca Juniors, and local legends Inter Miami CF, starring Lionel Messi. From the tournament opener on June 14 to the quarterfinal on July 1, Miami will vibrate with soccer energy. Whether you're catching a match in person or looking for the next best viewing experience, the city offers plenty of lively watch spots and fan-friendly hotels so you can stay close to the action and soak in every minute.

DH Sports

SPORTS CANADA

## Miami has quickly become one of North America's best sports hubs

Colton Pankiw | Jul 4 2024, 2:47 pm



Nathan Ray Seiback | Jason Vitorov/USA TODAY Sports

TRAVEL+NOIRE

## HERE'S HOW TO HAVE THE ULTIMATE MIAMI SPORTS TOURISM EXPERIENCE

From high-energy soccer matches to going BTS at the Kaseya Center, Miami is an amazing place to create incredible sports travel memories.

Jeanine Oddy | Aug 14, 2024

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Photo Credit: Photo credit: Jeanine Oddy

THE Free Press



SERVING MANITOBA SINCE 1872  
PROUDLY CANADIAN

# You can get your game on in Miami



By: Taylor Allen

Posted: 2:00 AM CST Saturday, Dec. 7, 2024

Last Modified: 9:00 PM CST Wednesday, Dec. 11, 2024 | [Updates](#)



Did that stop the party? C'mon... this is Miami.

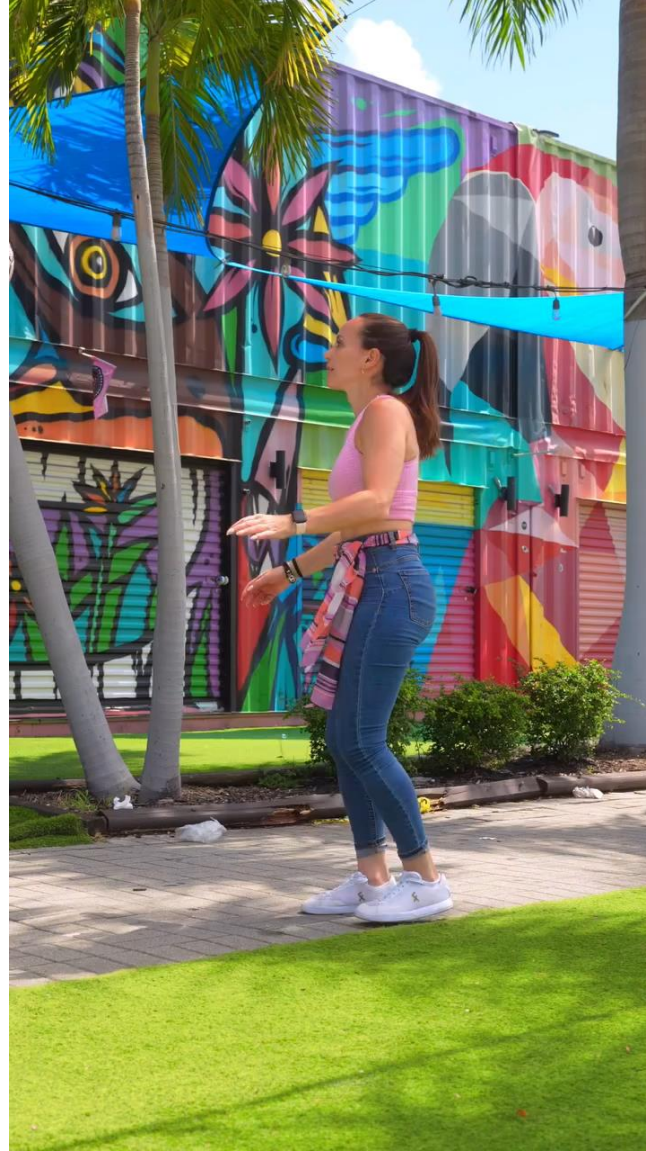
The supporters remained undeterred, singing, dancing, waving flags and re-smoke into the air plus minutes, no m-weather threw at t

Their dedication w- stoppage time as t- MLS side prevailed goal from substitut- Campana, igniting

**WHERE TO STAY:** The Elser Hotel is just a hop, skip, and a jump away from the Kaseya Center — but the location isn't the sole reason why it's a great place to lay your head at night. The Elser has a stunning rooftop pool that overlooks downtown Miami, and a two-storey fitness centre that blows the average hotel gym out of the water. It's also a short walk to the Port of Miami, the world's largest cruise port.



# Case Study: Sports Themed Social Media





# Panelists



**Nasha Smith**



**Ayana Young**



# Post- Workshop Takeaways

- **Collaborate don't Compete:** There is room for everyone at the table. When it comes to establishing partnerships with other brands, focus on aligning so everyone can hit their own target market. This helps get around the fact that most brands can't afford sponsoring World Cup and other major global events.
- **Lean Into the Local Community:** Be sure to rally "local pride" for Miami as a host city for all these major events – creates brand ambassadors to have locals sharing or engaging with your brand. As visitors come and go, locals are a great support/core market to nurture.
- **Be Authentic:** Some "marketing gloss" is great, but don't get trapped into being something you are not just to appeal to a sport. Instead, lean into your brand identity to stand out and find a common thread to create an authentic connection to the event.
- **Human Interest Stories:** Find ways to connect emotionally through real people and their unique stories. This will get a wider audience to buy into an outcome they may not otherwise have a vested interest in.