

COMMUNICATIONS, PR & SOCIAL MEDIA

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-03859



PROGRAM OF WORK

MONTHLY

Communications Newsletter (breaking news & events)

OCTOBER 2021

10/1 What's New in Greater Miami & Miami Beach Fall Newsletter
 10/1-11/30 Miami Entertainment Months
 10/2-10 Miami Carnival Press Visits / Miami, FL
 10/3-7 Society of American Travel Writers (SATW) / Milwaukee, WI
 10/16-24 Miami Auto Show Media Visits / Miami Beach, FL
 10/26-29 Meetings & Incentives Press Tour / Miami, FL
 10/28 GMCVB Annual Meeting – Tourism Numbers and Strategic Plan Announcement/ Aventura, FL

NOVEMBER 2021

10/1-11/30 Miami Entertainment Months
 11/1-3 World Travel Market & Media Desk Siders (WTM) / London, England
 11/9 IMEX America (Las Vegas)
 11/3-7 SEED Food & Wine Festival Media Visits / Miami, FL
 11/14-21 Miami Book Fair Promotion / Miami, FL
 11/30-12/4 Art Basel Miami Beach Media Visits / Miami Beach, FL
 TBA Cruise Capital of the World Domestic Cruise Group Press Tour / Miami, FL

DECEMBER 2021

12/1-1/31 Miami Arts, Culture & Heritage Months
 11/30-12/4 Art Basel Miami Beach Media Visits / Miami Beach, FL
 12/13-16 Cross-Market "What's New in the Neighborhoods" Press Tour / Miami, FL

JANUARY 2022

12/1-1/31 Miami Arts, Culture & Heritage Months
 1/1 What's New in Greater Miami & Miami Beach Winter Newsletter
 1/9-12 PCMA Convening Leaders / Las Vegas, NV
 1/24-27 LATAM "What's New in the Neighborhoods" Market Press Tour / Miami, FL
 1/26-27 TravMedia International Media Marketplace / New York, NY
 1/28 Annual "Plan for a Vacation Day" Announcement
 TBA Quarterly Numbers Press Release and Announcement

FEBRUARY 2022

2/1-3/31 Miami Health & Wellness Months
 2/13 Gay8 Individual Media Visits / Little Havana, FL
 2/16-20 Progressive Insurance Miami International Boat Show/ Miami Yacht Show Media Visits / Miami, FL
 2/21-22 Colombia Media Desksiders / Bogotá, Colombia
 2/22-27 SOBE Wine & Food Festival Media Visits / Miami Beach, FL
 2/23-25 Vitrina Turístico Anato / Bogotá, Colombia
 TBA Visit Florida Colombia Media Mission

MARCH 2022

2/1-3/31 Miami Health & Wellness Months
 3/1 What's New in Greater Miami & Miami Beach Spring Newsletter
 3/4-13 Miami Film Festival Media Visits – Latin American and Domestic / Miami, FL

3/7-11 Visit Florida Mexico Media Mission
 3/8 International Media Marketplace (IMM) Berlon Germany (JH)
 3/9-13 ITB Berlin 2021
 3/12-13 Jazz in the Gardens Media Visits / Miami Gardens, FL
 TBA Visit Florida Germany Media Mission 2022

APRIL 2022

4/1-5/31 Miami Attraction & Museum Months
 4/4 Global Meetings Industry Day Media Outreach
 4/4-7 World Travel Market (WTM) / Sao Paulo, Brazil
 4/7-8 Brazil Media Appointments
 4/17-19 eMerge Americas / Miami Beach, FL
 4/26-29 MiamiLand Cross-Market Press Tour / Miami, FL
 TBA LGBTQ+ Miami Beach Pride Media Visits / Miami Beach, FL
 TBA Visit Florida Brazil Media Mission
 TBA Visit Florida Canada Media Mission & Reception 2022

MAY 2022

4/1-5/31 Miami Attraction & Museum Months
 TBA Miami Fashion Week (MIAFW) Media Visits / Miami Beach, FL
 TBA National Tourism Month and GMCVB State of the Industry Announcement
 TBA Visit Florida U.K. Media Mission 2022
 TBA Visit Florida New York City Media Reception 2022
 TBA Visit Florida Domestic Media Mission 2022

JUNE 2022

6/1-9/30 Miami Hotel Months
 6/1 What's New in Greater Miami & Miami Beach Summer Newsletter
 6/4-8 IPW 2022 / Orlando, FL
 6/13-16 LE Miami / Miami Beach, FL
 6/15-19 American Black Film Festival / Miami, FL
 6/17-19 LGBTQ+ Wynwood Pride Media Visits / Wynwood, FL
 6/20-24 MiamiLand Pan-European Press Tour / Throughout Europe
 6/22-26 Travel Media Association of Canada (TMAC) AGM & Conference / Yarmouth, Nova Scotia
 TBA Summer Stunt/PR Campaign / New York, NY

JULY 2022

6/1-9/30 Miami Hotel Months
 7/1-8/31 Miami Spa Months
 7/6-11 Miami Swim Week Media Visits / Miami Beach, FL

AUGUST 2022

6/1-9/30 Miami Hotel Months
 7/1-8/31 Miami Spa Months
 8/1-9/30 Miami Spice Restaurant Months
 8/20-23 ASAE Media Appointments / Nashville, TN

SEPTEMBER 2022

6/1-9/30 Miami Hotel Months
 8/1-9/30 Miami Spice Restaurant Months
 TBA New York Media Reception & Mission (Member Pay-to-Play Opportunity) / New York, NY
 TBA Canadian Media Reception & Mission (Member Pay-to-Play Opportunity) / Toronto, Canada
 TBA US Hispanic Press Tour