

Welcome

Annual Partner Planning Workshop



Meetings & Convention Sales





CAROL MOTLEY
SR. VICE PRESIDENT, CONVENTION SALES



ALEX BATISTA
VICE PRESIDENT,
CONVENTION SALES
Legacy Accounts



TAYLOR FRY
DIRECTOR, NATIONAL ACCOUNTS
West Coast 10+1100



ESTEFANI AGUIRRE
DIRECTOR, CONVENTION SALES
Midwest/Texas 10-999



MARTI TEJADA
ASSOC. VICE PRESIDENT,
CONVENTION SALES
Southeast Market 10 +



JOE McCRAY
DIRECTOR, CONVENTION SALES
Affinity/SMERF 10 +



MONICA SILVA
CONFERENCE SALES MANAGER
Mid-Atlantic 10-499



BRANDI SCOTT
DIRECTOR, CONVENTION SALES
Midwest/Texas 1,000 +



DONNA DEL GALLO
SENIOR REGIONAL DIRECTOR,
CONVENTION SALES
Northeast/Mid-Atlantic 500 +



MONICA MARTINEZ
CRM DATABASE MANAGER &
DATA ANALYST



VIANNY MANCEBO
DIRECTOR, INTERNATIONAL
ACCOUNTS
International/Florida 10+10



JEANNIE GIACALONE
CONFERENCE SALES MANAGER
Northeast 10-499



TARYN MESA
HOTEL INDUSTRY RELATIONS MANAGER

Miami Beach Convention Center - *New Business Production*

#	Account Name	Event Name	Start Date	End Date	Peak	Rooms	Attendees	Economic Impact
1	The Basketball Alliance	The Alliance Florida State Championship	3/01/2024	3/02/2024	895	1,970	12,000	\$4,395,137.31
2	Commercetools	Commerce Week	4/14/2024	4/18/2024	340	1,128	800	\$1,500,089.97
3	Informa Markets	Food Hospitality LATAM	9/15/2024	9/19/2024	872	3,616	3,000	\$4,374,354.07
4	Adobe	Adobe MAX	10/08/2024	10/17/2024	4,278	19,030	9,000	\$23,158,173.74
5	Informa Markets	Biostimulants World Congress	11/12/2024	11/17/2024	500	1,900	860	\$1,751,243.61
6	Informa Markets	Magic Fashion Show	1/03/2025	1/09/2025	500	1,680	5,000	\$4,261,353.07
7	iConnections Global Events	Global Alts Conference	1/23/2025	2/01/2025	1,973	7,556	3,500	\$8,569,876.32
8	The Show Miami	The Show Miami	3/15/2025	3/21/2025	500	1,500	2,000	\$3,159,145.56
9	American Express	PACE Setters	5/01/2025	5/10/2025	790	3,439	800	\$1,020,467.53
10	Fraternal Order of Police	Biennial National Conference & Expo	8/03/2025	8/06/2025	2,600	9,600	5,000	\$13,600,448.87
11	Connect	Marketplace	8/25/2025	8/27/2025	2,600	4,710	2,500	\$6,195,941.07
12	eXp Realty	eXpCon	10/17/2025	10/24/2025	3,000	13,305	6,000	\$13,844,900.06
13	Water Quality Association	Annual Convention & Exposition	4/28/2026	4/30/2026	900	2,900	2,000	\$2,708,137.86
14	SWIFT - SIBOS	SIBOS-Annual Conference & Exhibition - 2026	9/20/2026	10/04/2026	3,292	21,635	8,000	\$86,838,419.19
15	Messe Dusseldorf North America	AUVSI Xponential	5/18/2027	5/20/2027	1,500	4,256	100,00	\$7,446,467.69
					Totals:	98,005		\$182,824,155.07

Miami Beach Convention Center - Annual Citywides

#	Account Name	Profile Name	Dates	Peak	Rmnts	Show Attendees
1	Les Nouvelles Esthetique & Spa	International Congress on Esthetics	October 18-24, 2024	170	535	1,500
2	MCH Basel Exhibition Ltd. (Art Basel)	Art Basel Miami Beach	December 8-10, 2023	1,800	8,000	80,000
3	Florida Supercon C/O Reed Exhibitions	Florida Supercon	July 12-14, 2024	250	600	36,000
4	Emerald Expositions, LLC (OMBAS)	Antique Show	January 11-15, 2024	200	1,325	2,000
5	Elite Exhibitions (Cruise Ship Interiors)	Elite Exhibitions-Cruise Ship Interiors	June 6-7, 2024	300	800	3,000
6	Jewelers International Showcase JIS	Spring Jewelers International Showcase	March 17-19, 2024	1,500	4,750	6,000
7	Informa Markets	Aesthetic & Anti-Aging Medicine World	February 22-24, 2024	205	615	1,500
8	Terrapinn	Aviation Festival	May 15-16, 2024	200	475	400
9	Swimwear Association Of Florida	Swimwear Show	June 28-30, 2024	250	730	7,500
10	eMerge Americas, LLC	eMerge Americas	April 18-19, 2024	242	604	10,000
11	Beyond Luxury Media Ltd (LE Miami)	LE Miami	June 10-13, 2024	669	3,242	750
12	Informa Markets	Miami International Boat show	February 14-18, 2024	1,531	8,336	50,000
13	Aspen Institute	Aspen Ideas: Climate	June 23-29, 2024	611	2,713	1,000
14	Florida International Medical Exposition	Florida International Medical Expo	June 19-21, 2024	300	840	10,000
15	World Trade Center Miami	America's Food & Beverage Show	September 16-18, 2024	150	594	2,000
16	Jewelers International Showcase JIS	Fall Jewelers International Showcase	October 6-9, 2024	1,500	600	10,000
17	Informa Markets	Seatrade Cruise Global	April 8-11, 2024	2,500	10,500	10,000
18	Informa Markets	Tissue World	January 31-February 2, 2024	700	2,500	5,000
19	Miami International Auto Show	Miami International Auto Show	August 30-September8, 2024	1,528	8,162	30,000

Total Destination In-Hotel Production – as of 7/10

Total In-Hotel Production

	Goal	Achieved	% of Goal
Bookings	643	515	80%
New Room Nights	365,000	281,516	77%
Leads	3,300	3,930	120%

Meetings & Convention Sales Marketing



Meetings Media Plan

“workend”

When you come to Miami for your meeting, but extend your stay to rejuvenate at the spa and a show, you're sure to have the best “workend” ever. That's my Miami. Discover this experience and more at MiamiMeetings.com

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FIND YOUR MIAMI
GREATER MIAMI AND MIAMI BEACH

1. *Geofencing Digital*
2. *Retargeting Digital*
3. *Print*
4. *Activations*
5. *Website Ads*
6. *Press Releases*



“symposium”

When you combine a best-in-class venue boasting over 1.4 million sq ft of customizable space with a world of mouth watering meals a “symposium” is bound to happen. That's my Miami. Discover this experience and more at MiamiMeetings.com

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MBCC Media Placements:
 Northstar, Convene, Prevue
 Black Meetings , Cvent

Meetings Media Placements:
 Northstar, Convene, Prevue
 Black Meetings, Cvent, Coastal
 Communication Group, Site, FSAE, USAE

Meetings and Convention Content

Launched NEW Meetings MBCC District Video



Launched NEW Miami Meetings Guide

Launched 5 Meeting Planner Guides (Airport, Coral Gables/Coconut Grove, Downtown, Miami Beach, Sunny Isles)



Meeting Planner Guides



[Miami International Airport Meetings](#)



[Coconut Grove & Coral Gables Meetings /](#)



[Downtown Miami Meetings](#)



[Miami Beach Meetings](#)



Launched New Lead Extranet Portal



Launched 2 New E-newsletters



Launched Summer Booking Promotion
(YTD 33,000 RNs)

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Our destination is delighted to present you with the following exclusive, time-limited offer.

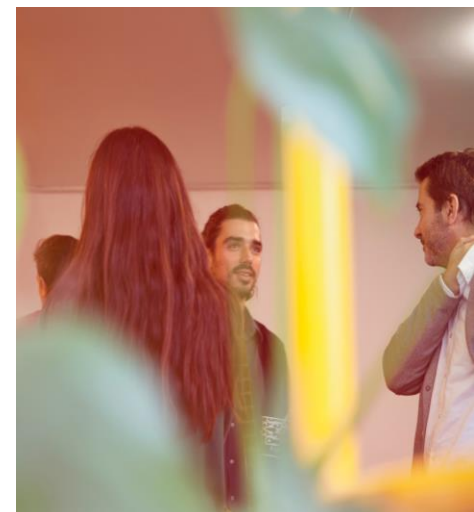
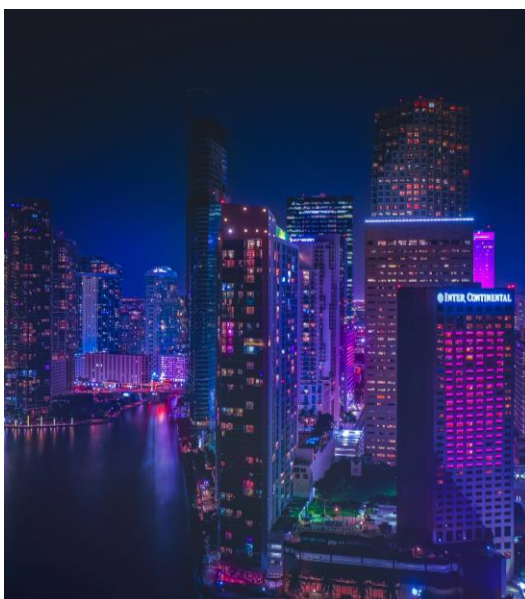
\$5.00 Per every occupied and paid guest room night

MiamiMeetings.com
FOR MORE INFORMATION: 305.539.3065 • Sales@GMCVB.com

This incentive qualifies for any new bookings signed before September 30th, 2024 and actualized before September 30th, 2025 within June 1st – September 30th with 100 rooms per night for 3 night stay minimum. The initial RFP must be sent to the GMCVB directly to qualify. Incentive will be paid after program ends and audited official rooming list is received and approved by the GMCVB.

Strategic Partnerships





Trade Show Executive



MEETINGS & EVENTS



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Tradeshows/Missions



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VISITORS BUREAU

GMCVB CONVENTION SALES TRADESHOWS, SALES MISSIONS & OTHER OPPORTUNITIES

The GMCVB's Convention Sales team will be participating in the following events this fiscal year. Some events allow for GMCVB Partner participation (marked with an asterisk*).

If you'd like to participate, you can sign up on the GMCVB Extranet by clicking the Register button. Registration for these events will be unveiled gradually throughout the year. In the event that your desired occasion is not yet open for registration, we encourage you to check back periodically.

2023-2024 EVENTS

Major Industry Tradeshows:

ASAE, PCMA, IAEE, MPI, CEMA, SITE, Pharma Forum, Cvent, NCBMP, HelmsBriscoe, ConferenceDirect, IMEX, IBTM, FICP, TEAMS, FICP, American Express, Visit Florida, Maritz, TSE.

Sales Missions:

DC

Chicago

New York

Boston

Los Angeles

Florida

Texas

International: Mexico, Brazil, Canada, UK, Germany

Key Priorities



Key Priorities - 2023/2024

1. Capture new long-term P1 bookings for the Miami Beach Convention Center, layering the foundation for future long-term success and sustainability.
2. Leveraging our existing and new strategic partnerships, increase destination visibility to attract new and targeted in-hotel leads, bookings with high priority on need dates.
3. Increase brand visibility in growing segments such as International Meeting and Sports through increased market activations and targeted marketing.
4. Continue elevating our story-telling capabilities by aligning with our partners, local stakeholders, hotels and key business partners.
5. The Convention Services team will provide valuable support during the sales process (“WOW factor”) as well as elevate the customer experience on-site with a strong connection to our valuable partners to ensure repeat business. In addition, support forecasting process for the hotel community to maximize economic impact.
6. Convention Services to train partners on the 5 identified Sustainable Development Goals (SDG) in support of the GMCVB commitment to sustainable tourism and meeting planner interest.

New Key Priorities - 2024/2025

- Target, solicit and secure new citywide commitments for MBCC and new HQ hotel.
- Target, solicit and secure in-hotel meetings for partner hotels.
- Design, tailor and implement custom service programs for key clients in Greater Miami and Miami Beach.
- Invest with key industry associations and business alliances such as PCMA, ASAE, Tradeshow Executive, MPI, Maritz, ConferenceDirect, American Express, and Cvent.
- Expand and enhance the Sales and Service team to align with and drive performance growth.
- Expand and grow summer and shoulder business opportunities.
- Support and amplify sales and marketing plans for new HQ Hotel – Grand Hyatt.
- Continue advancing and expanding International and Incentive markets.
- Create a Sustainability Event Guide for planners to help them produce more sustainable events and reduce the carbon footprint their meeting or event has on our destination.

Meetings & Convention Services





MARIANNE SCHMIDHOFER
DIRECTOR, MEETING AND CONVENTION
SERVICES



JILL POTASH
MEETING & CONVENTION SERVICES
MANAGER



DIEGO VERVLOET
MEETING & CONVENTION SERVICES
MANAGER



TERESA DUMAS
MEETING & CONVENTION SERVICES
COORDINATOR

Meetings & Convention Services Support

The Meeting & Convention Services team helps support the Sales team efforts at trade shows, sales missions and special activations by creating the look and feel of these events. This way the Sales team can focus on their potential clients and partners that are attending these events.

Once a meeting or event is turned over to a Meeting & Convention Services team member, they work very closely with the meeting planner to insure they have the necessary support and resources to be successful. This might include;

- Site Inspections
- Marketing Support
- Off-Site Venue Recommendation
- Vendor/Supplier Service Referrals
- Community Engagement/ Give Back Programs
- Sustainability Guidance

The Meeting & Convention Services Team also supports the hotel community by forecasting citywide hotel pick-ups. This helps the hotels in their forecast and management of inventory.

GMCVB Sustainability Development Goals

8 DECENT WORK AND ECONOMIC GROWTH



SDG 8: Foster entrepreneurship and create careers and jobs in tourism, particularly among youth and minorities.

10 REDUCED INEQUALITIES



SDG 10: Empower and promote the social and economic inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11: Collaborate with governments to increase environmentally friendly mobility options, making transportation safer and more affordable for all.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG 12: Cut food waste in half and substantially reduce all waste through prevention, reduction, recycling and reuse.

14 LIFE BELOW WATER



SDG 14: Sustainably manage and protect marine and coastal ecosystems and prevent waste or litter that could pollute the marine environment.

Open Discussion / Q&A





GMCVB 2024 Annual Meeting

Tuesday, October 29, 2024

2:30 p.m. - 3:00 p.m.
VIP Reception

3:00 p.m. - 5:00 p.m.
Reception/Entertainment to follow

Hilton Miami Downtown

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Thank you

