

CONTENT & CREATIVE SERVICES

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



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



CONTENT & CREATIVE SERVICES

PROGRAM OF WORK

ONGOING

- Miami Eats – program management, website content development and social media posts

OCTOBER 2021

- Miami Entertainment Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Annual Meeting 2021 – design collateral
- Year-end publications – 2020/2021 Year in Review and 2021/2022 GMCVB/MBCC Marketing Plan
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, new CEO exit & entrance, MBCC conventions, Annual Meeting recap video, partnership/networking events, website listicles

NOVEMBER 2021

- Miami Entertainment Months – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Arts, Culture and Heritage Months program reel, MBCC Cruiseworld Convention, MBCC Virtual Tour video content, Food + Art video at Red Rooster for Art Week, Ms. Universe pageant contestants video
- Art of Black Miami creative for Art Circuits

DECEMBER 2021

- Miami Arts, Culture & Heritage Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Freedom Tower/MOAD video, Miami Eats LGBTQ+, Miami Temptations program reel video content, Art Basel Miami Beach, MBCC conventions, partnership/networking events, website listicles

JANUARY 2022

- Miami Arts, Culture & Heritage Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MIAMIFilm, MBCC conventions, partnership/networking events, website listicles

FEBRUARY 2022

- Miami Health & Wellness Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, South Beach Wine & Food Festival, partnership/networking events, website listicles

MARCH 2022

- Release new version of Visitors Guide
- Miami Health & Wellness Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

APRIL 2022

- Miami Attraction & Museum Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- State of the Industry 2022 – collateral design
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, State of the Industry, partnership/networking events, website listicles

MAY 2022

- Miami Attraction & Museum Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, Miami Grand Prix F1, partnership/networking events, website listicles

JUNE 2022

- Miami Hotel Months (Miami Temptations program) – management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Partner Workshop 2022 – design collateral
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

JULY 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Miami Spa Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- GMCVB Annual Budget & Program of Work – design collateral
- GMCVB Divisions Program of Work Calendar covers – design collateral
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, Miami Grand Prix F1, partnership/networking events, website listicles

AUGUST 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Miami Spa Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and organic social media posts
- Miami Spice Restaurant Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Video production (video shoot, interviews, production) – Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

SEPTEMBER 2022

- Miami Hotel Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and organic social media posts
- Miami Spice Restaurant Months (Miami Temptations program) – program management/solicitation, website development, advertising, art direction and social media posts
- Year-end publications – 2021/2022 Year in Review and 2022/2023 GMCVB & MBCC Joint Marketing Plan
- Video production (video shoot, interviews, production) – Miami Eats LGBTQ+, Miami Temptations program reel video content, MBCC conventions, partnership/networking events, website listicles

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.