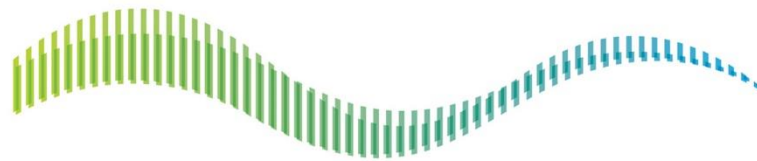




MIAMI BEACH CONVENTION CENTER SPECTRA STRATEGIC MARKETING PLAN FY 2019 -2020



MIAMI BEACH
CONVENTION CENTER

IS PROUDLY MANAGED BY



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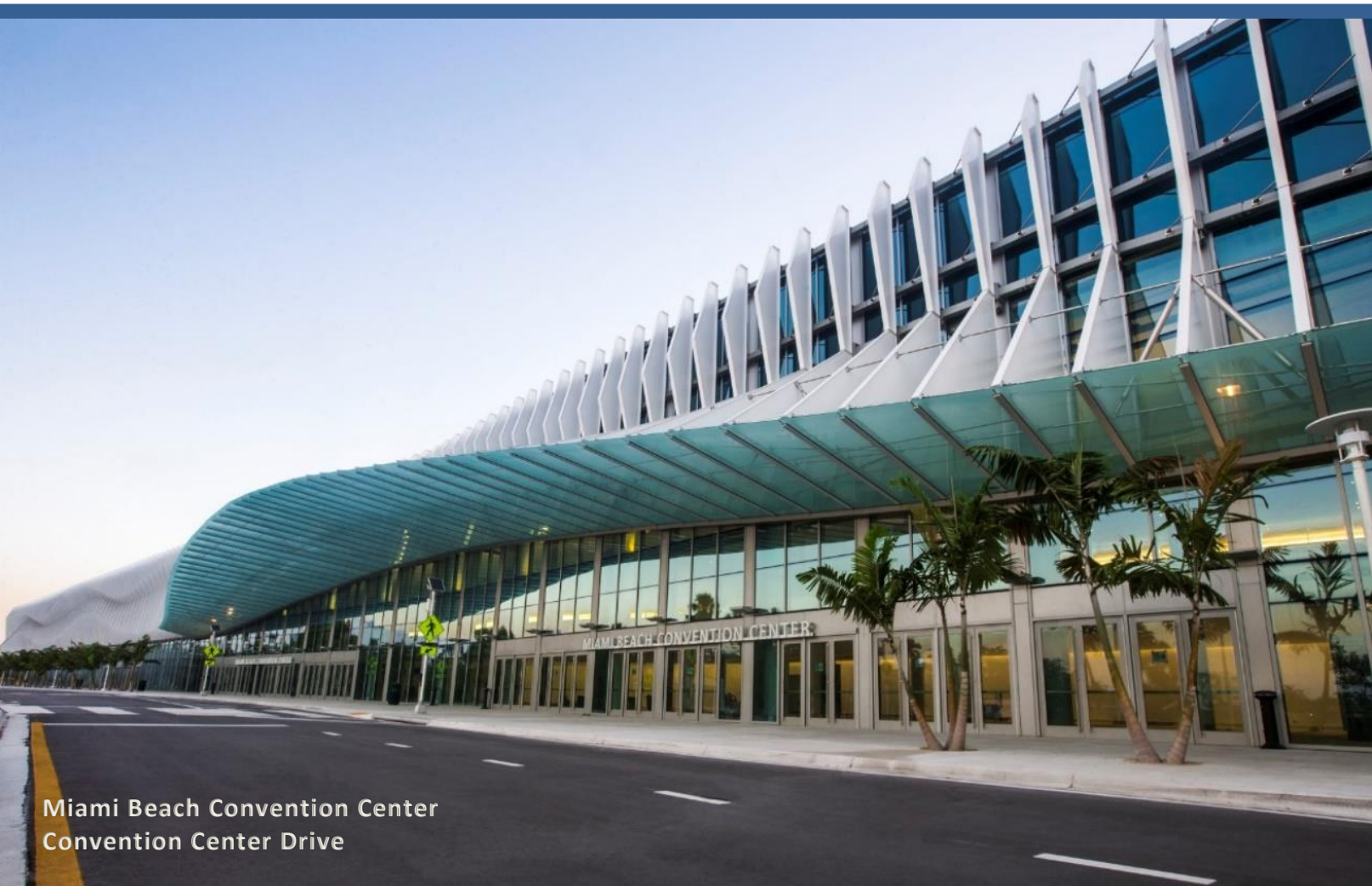
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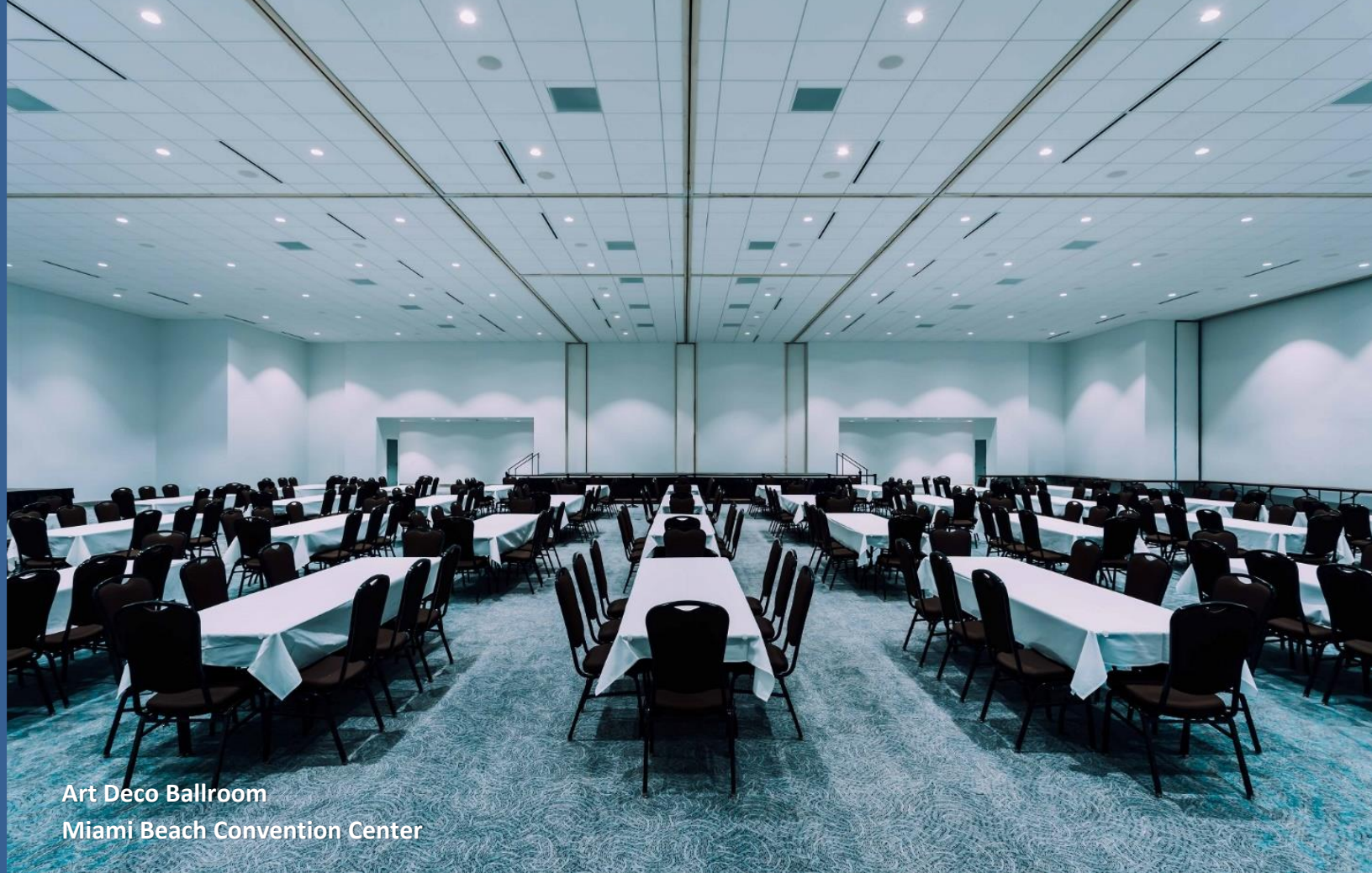
1. HISTORY OF THE MIAMI BEACH CONVENTION CENTER (MBCC)

The Miami Beach Convention Center (MBCC), owned by the City of Miami Beach and operated by Spectra Venue Management, is the centerpiece to Miami Beach's meetings, conventions and events industry. Re-imagined following a \$620-million-dollar renovation, the expanded MBCC includes a new 60,000 square-foot Grand Ballroom, almost 500,000 sq. ft. of exhibition space, an expanded Grand Lobby, pre-function areas that are bathed in natural light, up to 84 breakout rooms, almost 2,100 miles of cabling to support all IT communications, \$7.1 million dollars' worth of art curated by the City of Miami Beach Art in Public Places program, a new six-acre public green space that can serve as incremental event space, three junior ballrooms, two sub-divisible specialty ballrooms ranging from 20,000 to 60,000 sq. ft., 84 meeting rooms, and much, much more.

Spectra Venue Management manages and operates the MBCC, acting as an agent of the City of Miami Beach. Spectra Venue Management is an expert in venue management and entertainment, partnering with clients at more than 750 global properties to create memorable experiences for millions of guests, show organizers, clients and customers every year.



Miami Beach Convention Center
Convention Center Drive



Art Deco Ballroom
Miami Beach Convention Center

2. SPECTRA'S COMMITMENT AT THE MBCC

With more than 750 convention centers, stadiums, theaters and specialized venues on their roster, Spectra Venue Management services are supported by a knowledge bank of resources worldwide. Spectra's venue management is distinguished by excellence in customer service, a commitment to community enrichment, tailoring management services to each unique destination. Spectra's experienced team develops customized solutions for discerning clients, emphasizing operational excellence, heightened efficiencies and a seamless experience for customers, clients and guests.

Drawing on Spectra Venue Management's **corporate commitment to innovation, collaboration, engagement and impact**, Spectra creates ongoing opportunities for impact to meeting planners, tradeshow organizers, show producers, exhibitors and attendees . . . and the destinations which attract them.



Figure Above: Spectra's Corporate Commitment

Spectra's Corporate Commitment:

- **Innovation:** Spectra offers an entrepreneurial approach to venue management:
 - Tailoring solutions to each event's unique challenges.
 - Remaining committed to sustainability, new technologies and heightened efficiencies.
- **Collaboration:** Spectra acknowledges the importance of relationships, and works together with:
 - Event planners and show organizers, booking contract partners, and customers.
 - Area and industry influencers including event services vendors, general service contractors, contract partners and local advocacy organizations.
 - Partnership is Spectra's passion. Through collaboration Spectra creates seamless guest experiences, while supporting the vision established by ownership for their unique destination.
- **Engagement:** Spectra fosters intimate connections and inspiration:
 - With industry partners, such as associations, show organizers, show management, general service contractors, vendors, event planners and meeting planners.
 - With the surrounding community, promoting cultural assets as part of our campus.
 - All to create unforgettable experiences for ownership, customers and clients, building affinity with the destination asset.
- **Impact:** Spectra's attention to every event's unique details is driven by the desire to drive revenue and growth for our clients, customers and ownership.

By using Spectra Venue Management's proven methods, innovative concepts, responsive customer service, and passionate industry professionals, every event is nurtured into an unforgettable experience.

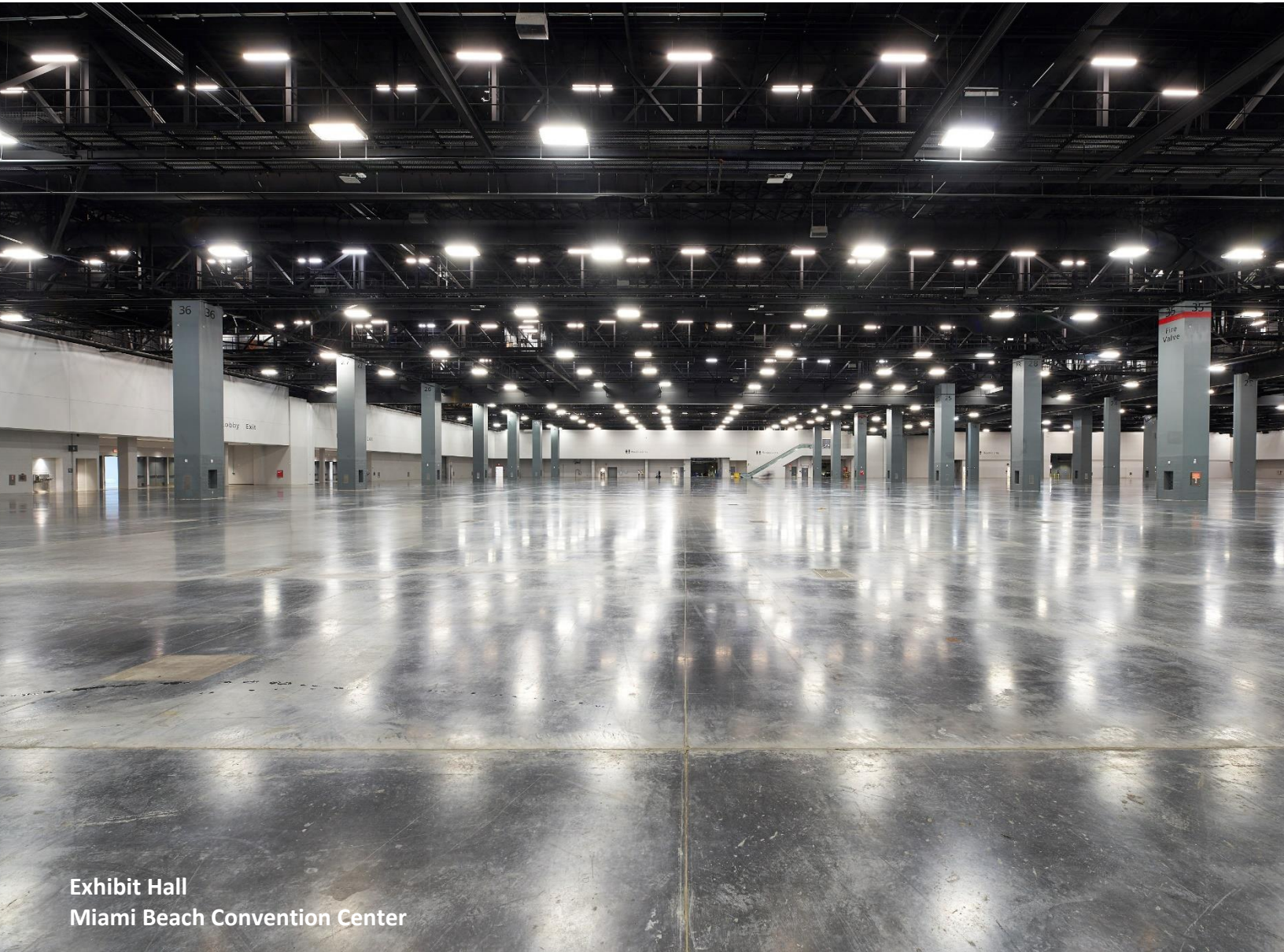


Exhibit Hall
Miami Beach Convention Center



Florida International Medical Expo, 2019
Exhibit Hall
Miami Beach Convention Center

In Miami Beach, the MBCC embodies Spectra's corporate commitment to innovation, collaboration, engagement and impact by:

- **Innovation**

- Elevating the MBCC brand, evolving from traditional convention center models and establishing a reputation that highlights the venue's modern assets.
- Approaching the MBCC as an **"unconventional"** event space, South Florida's premier meetings and events destination.
- Extending **"beyond the box,"** providing support services to assets surrounding the MBCC in the **City Center Campus** including Collins Canal Park, Carl Fisher House and Pride Park.

- **Collaboration**

- One building. One brand. **One voice.**
 - Meticulous project management to coordinate marketing, PR, communications and e-commerce across stakeholders:
 - GMCVB, City of Miami Beach, Centerplate, Smart City and Spectra.
- Develop and leverage partnerships with customers, clients, industry influencers, general service contractors, associations and more.
 - Partnerships with vendors, service providers and national show organizers: Reed, Expo, Freeman, Informa, PCMA, IAEE, etc.
 - Local advocacy in hospitality organizations such as VCA, GMHBA, MB Chamber, Focus Miami
- Highlight City Center Campus assets surrounding the MBCC to customers and attendees to provide a **"one-stop"** destination within the City of Miami Beach.
 - Partnerships with cultural campus partners: Bass Museum, Colony Theatre, The Fillmore, New World Symphony, Holocaust Memorial, Miami City Ballet, Arts in Public Places
 - Campus Business Partners: Lincoln Road BID, Washington Avenue BID, the Rum Room & VenU (Carl Fisher House), Future Headquarter Hotel
 - Campus wellness partners: Miami Beach Botanical Garden, Collins Canal Park, Convention Center/Pride Park

- **Engagement**

- Build community advocacy amongst stakeholders and prospective event planners, positioning the MBCC as a high-value asset. Highlight the resident and user experiences to develop a positive reputation in the community and in the industry.
 - Highlight event and customer experiences to develop a positive reputation amongst local businesses, special interest groups, area residents, attendees, workers, and other municipal stakeholders.
 - Engage prospective planners and customers to maintain the MBCC top of mind as an excellent venue choice for all event types.

- **Impact**

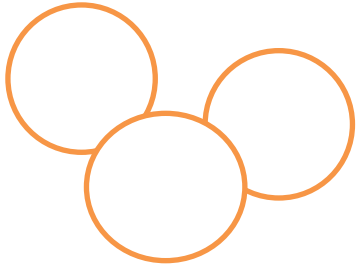
- Remain in-line with City of Miami Beach objectives while driving revenue growth for customers, clients and ownership
 - Revenue generation through rent, F&B, sponsorships and ancillary services, exploring broader opportunities of potential revenue generation by leveraging campus assets
 - Educate stakeholders on the important economic impact wielded by the MBCC that supports area businesses, residents, and the City of Miami Beach.



Floriculture 2019
Exhibit Hall
Miami Beach Convention Center

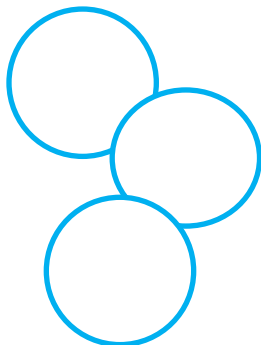
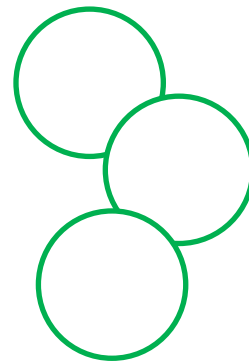
3. GUIDING PRINCIPLES

The following guiding principles provide the foundation to Spectra's Strategic Marketing at the MBCC:



*The MBCC is
beautiful, dynamic, functional, high-tech and environmentally **resilient**: the
perfect venue for special events,
meetings and receptions, as well as
traditional conferences & trade shows.*

*The MBCC is a
business, art and technology hub
providing authentic, inspiring experiences
to event planners, show organizers,
customers, vendors, residents, clients,
attendees and other stakeholders.*

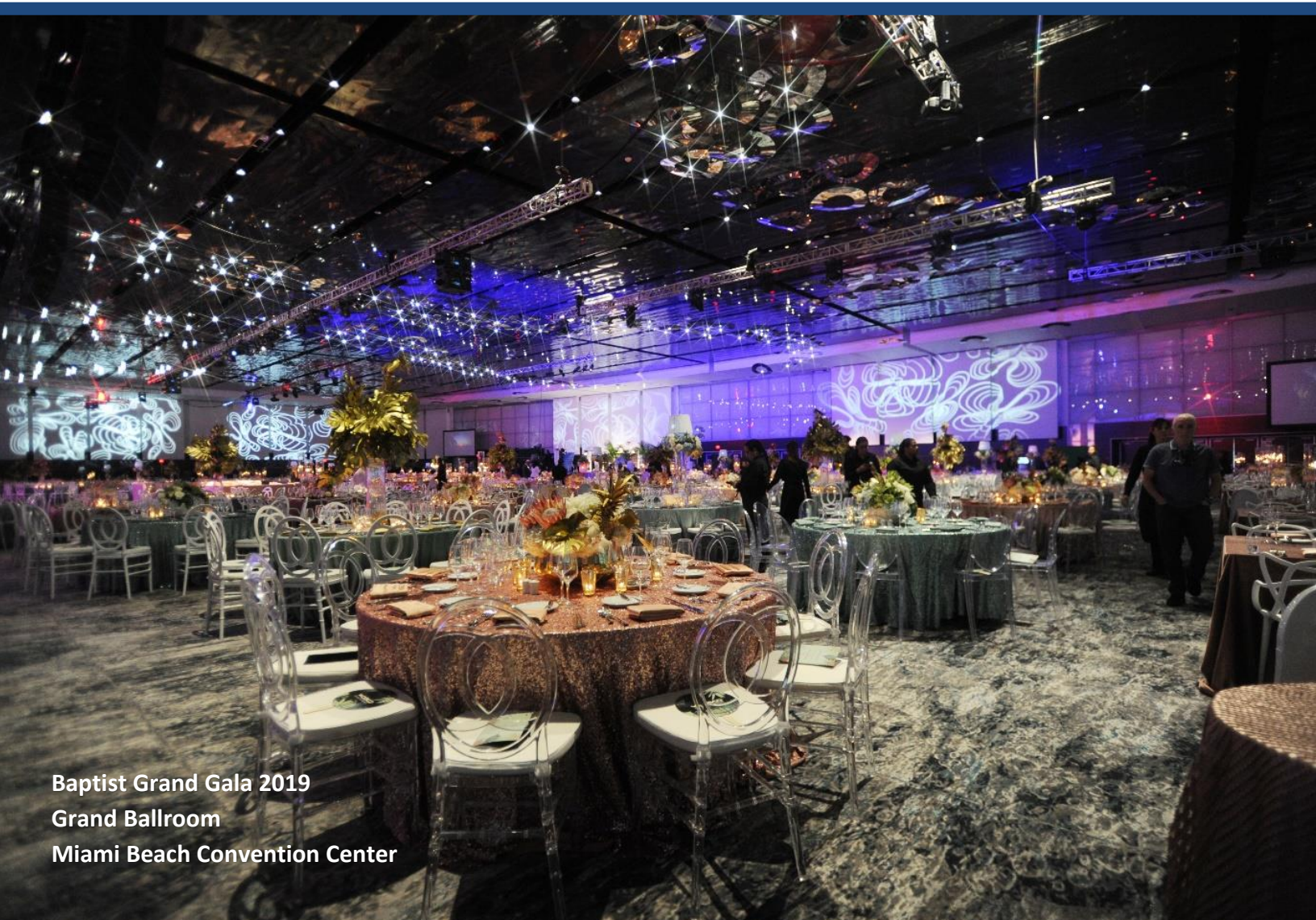


*The MBCC is a
high-value community asset, an economic
driver for Miami Beach's City Center Campus,
generating revenue, employment and business
opportunities, that support city services to enrich
quality of life for residents and visitors alike.*

The MBCC is an economic driver for the destination; it is the **center of gravity where, art, culture and business collide.**

The MBCC offers an excellent environment (natural light, artistic experiences, and service enhancements) that lends itself to inspiration, facilitating engaging and creative conversations amongst business-driven attendees. The MBCC provides a positive work and learning environment that heightens productivity. Guests, attendees, customers and vendors are encouraged to engage and support campus partners in arts, business or wellness spheres, promoting visits to the City of Miami Beach as a high-end, enrichment experience.

The MBCC is flexible for traditional and unconventional events, operated with high efficiency and safety, committed to excellence in customer service. The MBCC brings the **luxury** approach predominant in the hospitality industry to customer service in the convention center world, emphasizing convenience and efficiency in client services.



Baptist Grand Gala 2019
Grand Ballroom
Miami Beach Convention Center

4. TARGET AUDIENCES

In addition to creating positive brand awareness of the MBCC (locally, nationally and internationally), Spectra's marketing strategy functions as an extension of the sales efforts for the venue, driving lead generation and prospects to rent event space at the venue.

The primary target audiences for Spectra at the MBCC are:

- **Meeting Planners, Short Term Sales (P3 category)**
 - Local/Regional Event & Meeting Planners
 - MICE (Meetings, Incentives, Conferences, Events)
 - Corporate (medical, technology, financial)
 - B2B (tradeshows, conventions, meetings)
 - SMERF (Social Military Educational Religious Fraternal Events)
 - Destination Management Companies
 - Special event producers (film, TV, award shows, etc.)
 - Hotel Partnerships, including the future headquarter hotel.
- **Social Bookings**
 - Social Event Planners
 - Gala Chairs and Gala Planners
 - Spectra & Centerplate collaborate to engage this target audience

When targeting meeting planners, MBCC takes a focused approach to prospect meeting planners seeking to book business with the short-term sales window. Defined as P3 events, these events take place 18 months out of the inquiry date and lack significant room night bookings (less than 500 room nights) with hotels

To maximize sales-driven marketing efforts while carefully managing resources, Spectra is guided by the principle that “**the riches are in the niches.**” There is an emphasis on data-driven decision making, leveraging audience behavior tracking tools in the digital space to drill down on potential prospects while developing customer profiles. Prospects are highly targeted and engaged through various mediums and storytelling tactics to keep the MBCC top of mind. The use of nontraditional digital mediums, audience segmentation tools via digital behavior tracking techniques, paid and earned media analytics has been verified by industry associations whose latest initiatives encourage a nontraditional approach for convention center marketing (PCMA, IAEE, IAVM, etc.). The MBCC brand identity is primarily **B2B**, developed to attract event planners and show organizers that will positively impact bookings of the venue. The MBCC is not a direct to consumer product, and it is not a lifestyle brand. Ticket sales and event driven marketing remain wholly the responsibility of each show taking place at the MBCC.

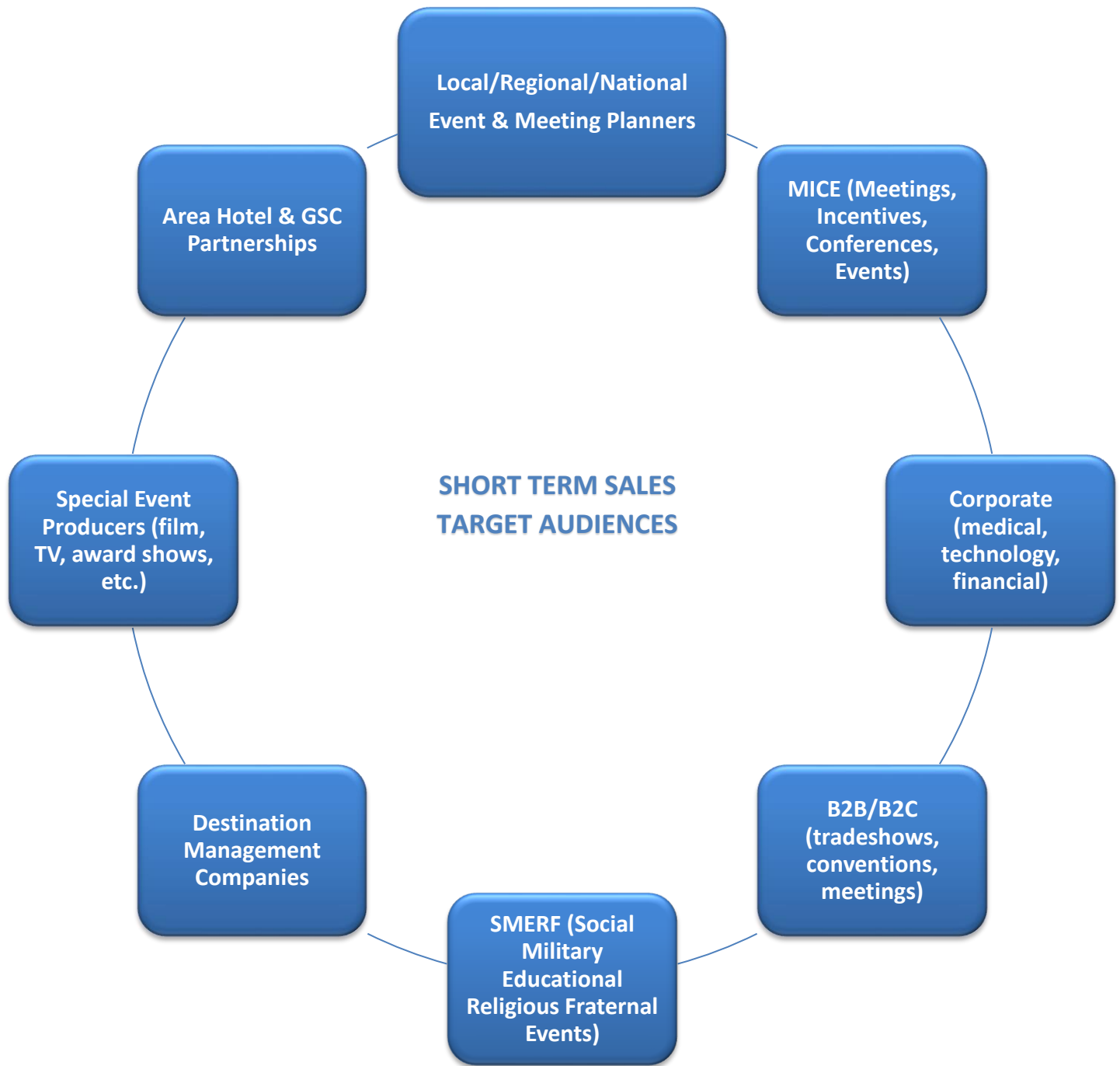


Figure Above: Spectra Short Term Sales Target Audiences, "The Riches are in the Niches"

Spectra leverages the MBCC as the **“center of gravity,” where, art, culture and business collide.** Show organizers and customers are encouraged to engage and support campus partners in arts, business or wellness spheres, promoting a high-end, enrichment experience in the heart of Miami Beach. Target audiences are excited by the convenience of the City Center Campus surrounding the MBCC to keep guests and attendees engaged.

Spectra works closely with Centerplate and the Greater Miami Conventions and Visitors Bureau (GMCVB) to secure bookings of the venue. While each partner has a focal point and target audience, there is some audience overlap.

The GMCVB focuses on destination-driven, long-term bookings that use more than 500 hotel room nights and would take place at the Center more than 18 months in the future from the date of inquiry (described as P1 & P2 events). Meeting planners with a focus on events further than 18 months out are usually large scale national or international meeting planners. Spectra partners with Centerplate for social event bookings initiatives, working together on developing precise messaging, content creation, targeted digital campaigns and collateral.

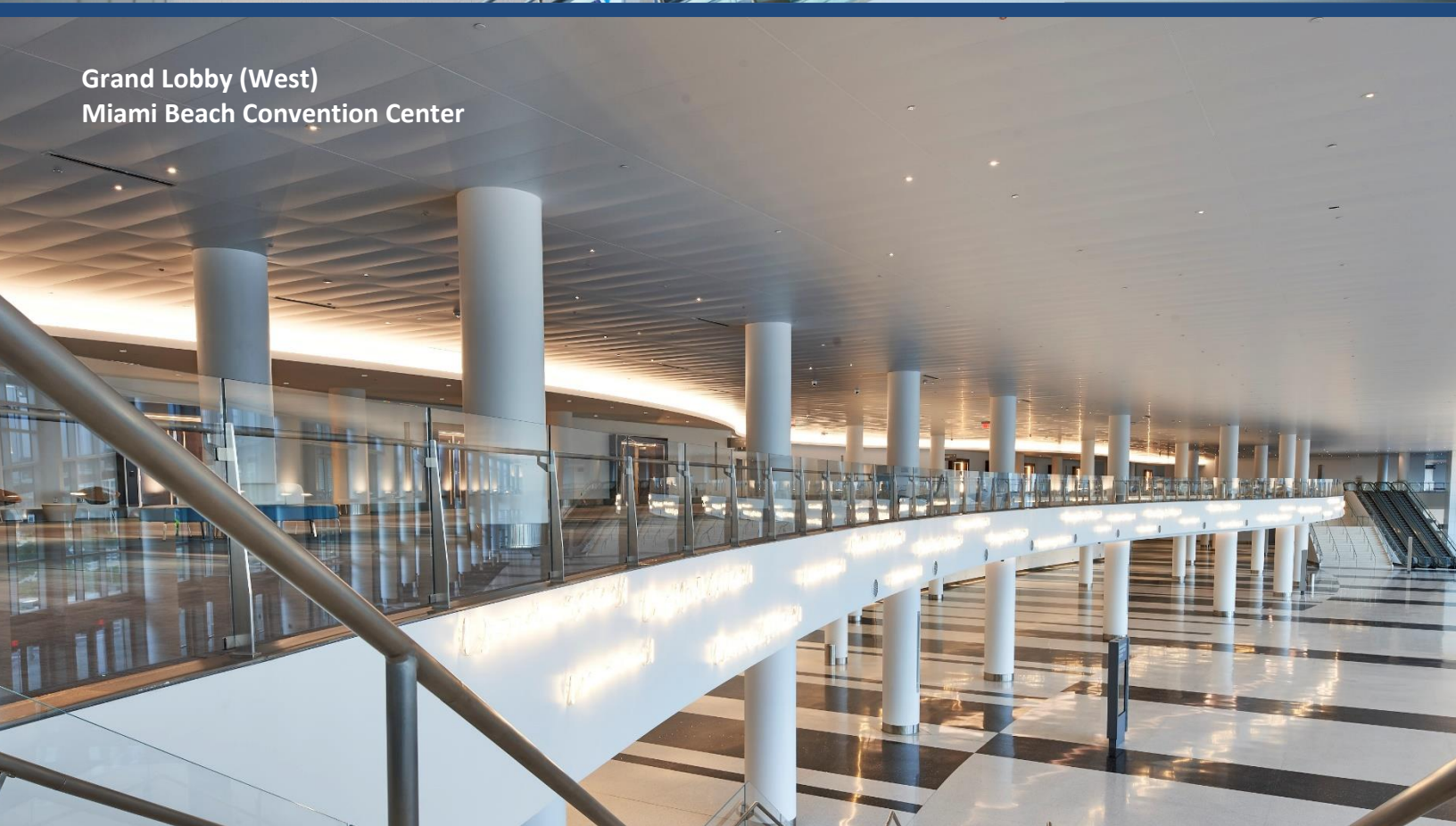
Spectra focuses on short term bookings, taking place 18 months from the date of inquiry. Meeting and event planners with a focus on short term booking windows are usually local or regional planners. Within the meetings, conventions, incentives and events industry (MICE) there is an emphasis on attracting **corporate business**, particularly within the industry verticals of **medical, technology, education and financial industries**. There is an emphasis on attracting planners from the **B2B and B2C sectors to develop tradeshow, conventions, and meetings** to take place at the Center. Local Destination Management Companies and special event producers are important target audiences to bolster nontraditional (or “unconventional”) events to take place at the venue. Hotel partnerships are also an important stream of business for short term bookings. The MBCC supplies off-site meeting space to area hotels in efforts to support room-night bookings and blocks. The MBCC also leverages the future headquarter hotel, coming soon to the City Center Campus.

Joint short-term sales campaigns focus on three audience verticals to support lead generation: short term event planners, social event planners and hotel partnerships. Spectra leverages audience segmentation and behavioral tracking tools offered by digital platforms to exactly target potential clients with advertising messages and begin to tie a prospects digital behavior to MBCC lead generation. Spectra leverages platform reporting mechanisms to evaluate and adjust advertising messages. Spectra leverages the nimbleness of digital mediums to adjust our advertising messages and content

IDEA 2019
Grand Lobby
Miami Beach Convention Center



Grand Lobby (West)
Miami Beach Convention Center



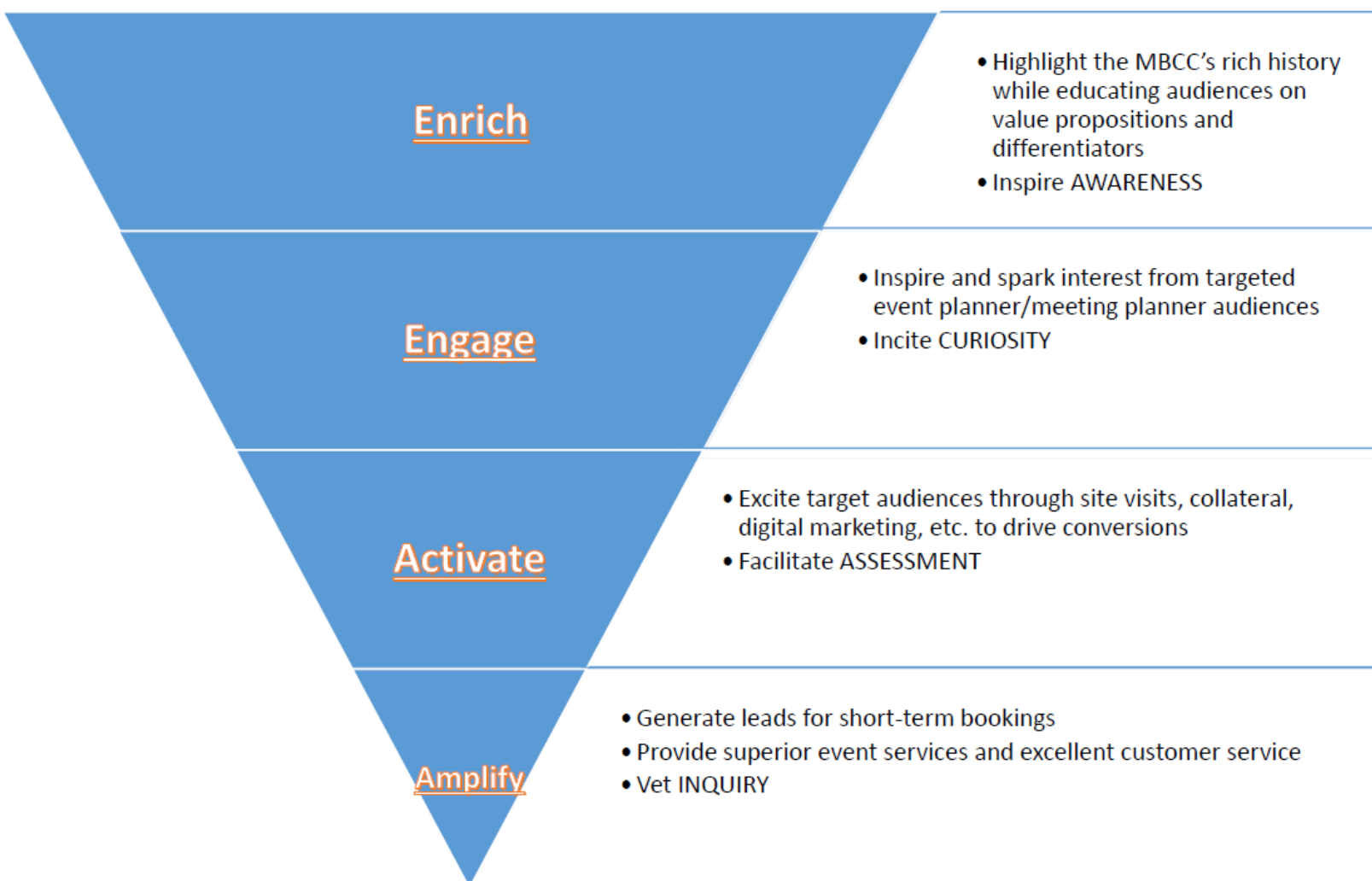
5. AUDIENCE JOURNEY

The Spectra MBCC Marketing Strategy is implemented in four stages which become part of the MBCC Audience Journey. The “audience journey” is different from the sales funnel journey which includes variables such as budget, space availability, evaluation criteria and appropriateness of the prospective event.

- **Enrich & Educate:**
 - Generate awareness of the MBCC, promoting values and differentiators to target audiences, highlighting service enhancements, City Center Campus opportunities, future headquarter hotel and destination amenities.
 - Highlight the MBCC’s rich history, educate audiences on values, offerings and flexibility of the newly re-imagined venue.
 - Promote adjacent City Center Campus assets as extensions of the venue for additional activations and value offerings: Carl Fisher House, Collins Canal Park, Pride Park, Fillmore at the Jackie Gleason Theater, Miami Beach Botanical Gardens, and others.
- **Engage & Inspire:**
 - Generate curiosity in the venue and surrounding City Center Campus assets for prospective bookings amongst targeted meeting and event planner audiences.
 - Promote a sense of pride and personal investment, demonstrating the benefits of the MBCC’s \$620 million investment to stakeholders, customers, residents and partners.
- **Activate & Excite:**
 - Generate leads for short-term bookings from targeted meeting and event planners.
 - Consistently provide unique experiences, superior event services and excellent customer service
 - Through site visits, traditional and non-traditional advertising and social media share-ability, excite and intrigue target audiences
 - Activate City Center Campus programming initiatives to drive audiences, organizers, and attendees to the assets surrounding the MBCC
- **Amplify & Advocate:**
 - Achieve national and local recognition of the MBCC as a market leader within the industry
 - Diversify venue and campus programming while attracting revenue generating events and activities
 - Highlight the Center as an economic driver within the local community

Spectra's strategy at the MBCC moves the client-customer through a marketing engagement funnel that incites curiosity (inviting prospects to learn more), facilitates assessment of the venue (demonstrating why we are a good fit for a short term booking and/or social event) and generates leads to allow the sales team to vet inquiries (engaging in early stages in the sales funnel process).

Figure Below: MBCC Marketing Customer Journey



6. VALUE PROPOSITIONS & DIFFERENTIATION FOR THE MBCC

What makes the MBCC special? How do we differentiate the MBCC brand from other convention centers and other destinations? What is our brand promise? When thinking about the assets leveraged to attract business and promote the MBCC, Spectra emphasizes the following value propositions and differentiators:

- **Venue Service Enhancements: The Center’s superior business environment is a catalyst for creativity, while top-notch, luxury customer service to show management and attendees elevates the event experience.**
 - MBCC emphasizes flexible, dynamic layouts, beautiful interiors, architectural characteristics, attractive native landscaping and outdoor spaces, natural light, organic meeting spaces, surrounded by inspiring art.
 - Studies show that **beautiful spaces inspire higher productivity** and generate a creative approach to business negotiations.
 - Drive activity into City Center Campus assets surrounding the MBCC, leveraging the unique engagement opportunities embedded in the destination, while promoting headquarter hotel initiatives.
 - In partnership with Centerplate, exclusive providers at the MBCC, emphasis on **“unconventional cuisine,” impeccable food and beverage service**, from concept to execution, that is representative of the community’s diversity and comparable to the finest dining establishments in the area.
 - Emphasis on event execution efficiencies, as detailed in Spectra’s operational plan and service enhancements offered to customers and clients.



“Unconventional Cuisine,” Impeccable food and beverage service by Centerplate, is part of the MBCC’s Venue Service Enhancements value proposition.

- **City Center Campus & City Cultural Amenities: The Center is an integral part of Miami Beach's diverse cultural community, contributing to the City's reputation as an international arts and entertainment destination.**
 - The MBCC aligns with other anchor cultural organizations to set forth the Miami Beach Convention Center as the hub of Miami Beach's **City Center Campus**, also referred to as the Convention Center Campus, **an arts, culture, entertainment and business destination at the heart of Miami Beach**.
 - Focus group research conducted by the GMCVB showed the majority of planners choose this destination because of multiculturalism. MBCC builds upon that desire in a cohesive, destination-driven fashion.
 - Show organizers and meeting planners prefer geographical proximity for off-site entertainment and enrichment of event attendees, which the MBCC can offer by leveraging the surrounding City Center Campus assets.
 - Supports and promotes the future headquarter hotel as an asset to the destination.
 - In partnership with the City of Miami Beach Arts in Public Places program, emphasis on the Center's **\$7.1-million-dollar visual art assets**, one of the largest public art investments in the nation.
 - The MBCC art installations are a unique and inspiring business motivator for show managers and attendees, inspiring creative negotiations and heightening productivity.
- **Enrichment: The Center is a key economic driver providing positive impact on local businesses and residents. The Center contributes to tourism and generates tax-benefits, but also supports the City of Miami Beach through revenue generations while maintaining secure and efficient operations.**
 - Emphasize developing engaging, educational, inspirational forward-facing content that **tells the MBCC story**.
 - Leverage **surrounding City Center Campus assets** to drive engagement from MBCC customers and attendees into the campus.
 - Educate the community on convention center industry issues, trends, challenges and market competition.
 - Establish and maintain venue operating and training procedures, safety, security and response protocols.
 - Emphasize the MBCC **as economic stimulus driver through partnerships with advocacy groups**: Chamber, GMBHA, etc.
 - Emphasize environmental resiliency initiatives.

- **Technology:** *“The Center employs the latest event technologies to support efficient and consistent user experiences, providing a competitive industry edge.”*
 - In partnership with telecommunications providers Smart City, MBCC emphasizes IT infrastructure, touch panels and smart boards, display and wayfinding, location services.

Acknowledging the complexity of the large-scale MBCC campus project (building, art, parks, parking garages, cultural assets and future headquarter hotel), the MBCC Marketing Strategy employs “**slow burn storytelling**” to maintain the MBCC top of mind while remaining sensitive to construction schedules. The MBCC commemorates milestone activations such as:

- AHIMA (first citywide destination)
- Auto Show (first consumer show)
- Art Basel 2018 (first Art Basel fair)
- Call of Duty World League (first e-sports/gaming event)

MBCC leverages digital assets, cultural assets and qualities unique to the destination to elevate the brand and evolve beyond the traditional convention center model to promote a modernized MBCC. The Spectra MBCC Marketing Strategy is “**unconventional**,” placing the customer (show organizer, meeting planner and guests or attendees) experiences on the forefront. Positive experiences are transformative and begin to shape the perception of an important venue in our community worldwide.



Miami International Auto Show 2018
Miami Beach Convention Center



Call of Duty World League Finals 2019
Miami Beach Convention Center

7. MEDIUMS & TACTICS

How will MBCC execute this marketing strategy? What are the marketing mediums that will be used to shape the strategy? What are the communication channels used to disseminate messaging? Spectra will leverage the following mediums and tactics to execute the marketing and communications strategy:

- ***Social Media:***
 - Leverage multi-channel attribute tracking to identify advocates and target prospective planners.
 - Develop compelling, organic and authentic creative content that is unique to platforms, with the goal of increasing audience engagement.
 - Dynamic, enriching, unique content that is solution-oriented while promoting the MBCC
 - Content continually refers to value propositions and guiding principles
 - Serve content that is educational, demonstrative, informational, and/or exciting
 - Leverage audience segmentation tools to examine and develop followers of the MBCC on digital platforms
 - Adjust focus to quality of connections instead of volume
 - Develop online persona that promotes collaboration amongst stakeholders by sharing posts, likes, follows and other engagement techniques. Tag City Center Campus and stakeholder partners to facilitate live communication of social channel activities
 - Amplify partnerships with contract partners, GMCVB, industry influencers, general service contractors, GMBHA, VCA, Centerplate, Smart City, cultural partners, hotel partners, future headquarter hotel and the City of Miami Beach
 - Maintain organized content calendars for scheduling to plan and execute social media activities in line with partners.
- ***Advertising (digital):***
 - Develop compelling, targeted, relevant online promotional opportunities.
 - Leverage any co-ops through Spectra corporate or GMCVB to maximize resources/secure best pricing
 - Align with preferred/exclusive contractors to partner on specific campaigns to maximize resources and exposure (Centerplate and social catering, Smart City and technology differentiation, for example)
 - Amplify partnerships with contract partners, GMCVB, industry influencers, general service contractors, GMBHA, VCA, Centerplate, Smart City, cultural partners, hotel partners, future headquarter hotel and the City of Miami Beach

- Leverage audience segmentation tools to surgically target desirable sales prospects for the MBCC on digital platforms
- Track audience behavior with digital tracking tools to refine campaigns
- Report activity to partners to shape future marketing strategies
- Leverage Google Ad Words, social media ads, industry related digital outlets (PCMA, BizBash)
- Share media plans (listing advertising commitments, audiences, run dates and goals) with the GMCVB, City of Miami Beach Office of Communication

Call of Duty World League Finals 2019
Miami Beach Convention Center



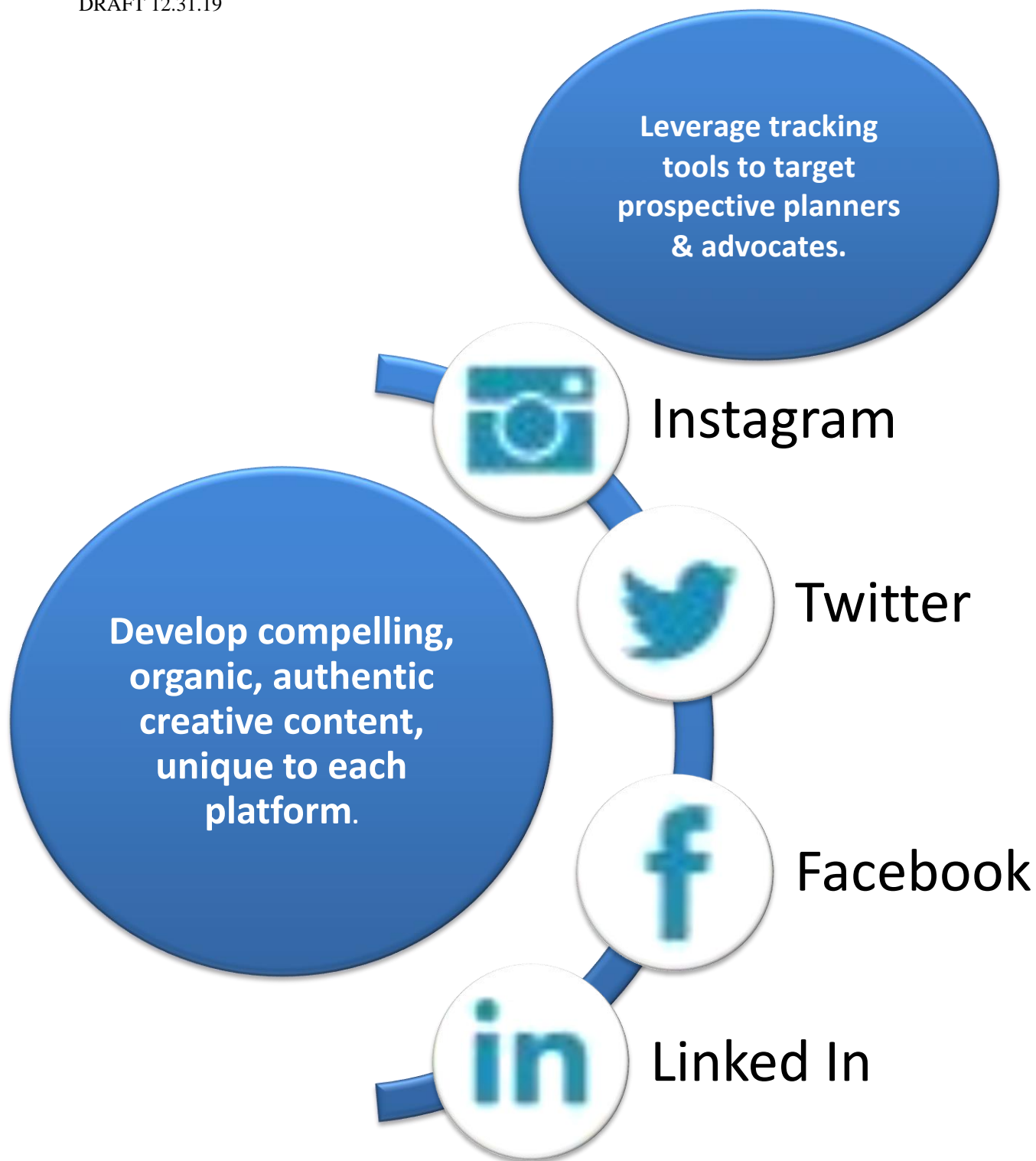


Figure Above: MBCC Social Media Mediums and Tactics

- **Advertising (traditional collateral):**

- Leverage traditional advertising opportunities.
 - Dialogue with partners to avoid duplication of efforts while remaining selective with traditional advertising mediums
 - Partner with GMCVB (and CoMB Comm. as appropriate) to develop creative ad materials that feature the MBCC (pictures, creative services)
 - Focus on distributions that include a conference component for in-person activation or a digital component to take advantage of digital analytics
 - Share media plans (listing advertising commitments, audiences, run dates and goals) with the GMCVB and the City of Miami Beach Office of Communication to amplify and activate MBCC messaging with complimentary placements by partner organizations.

- **Media Relations:**

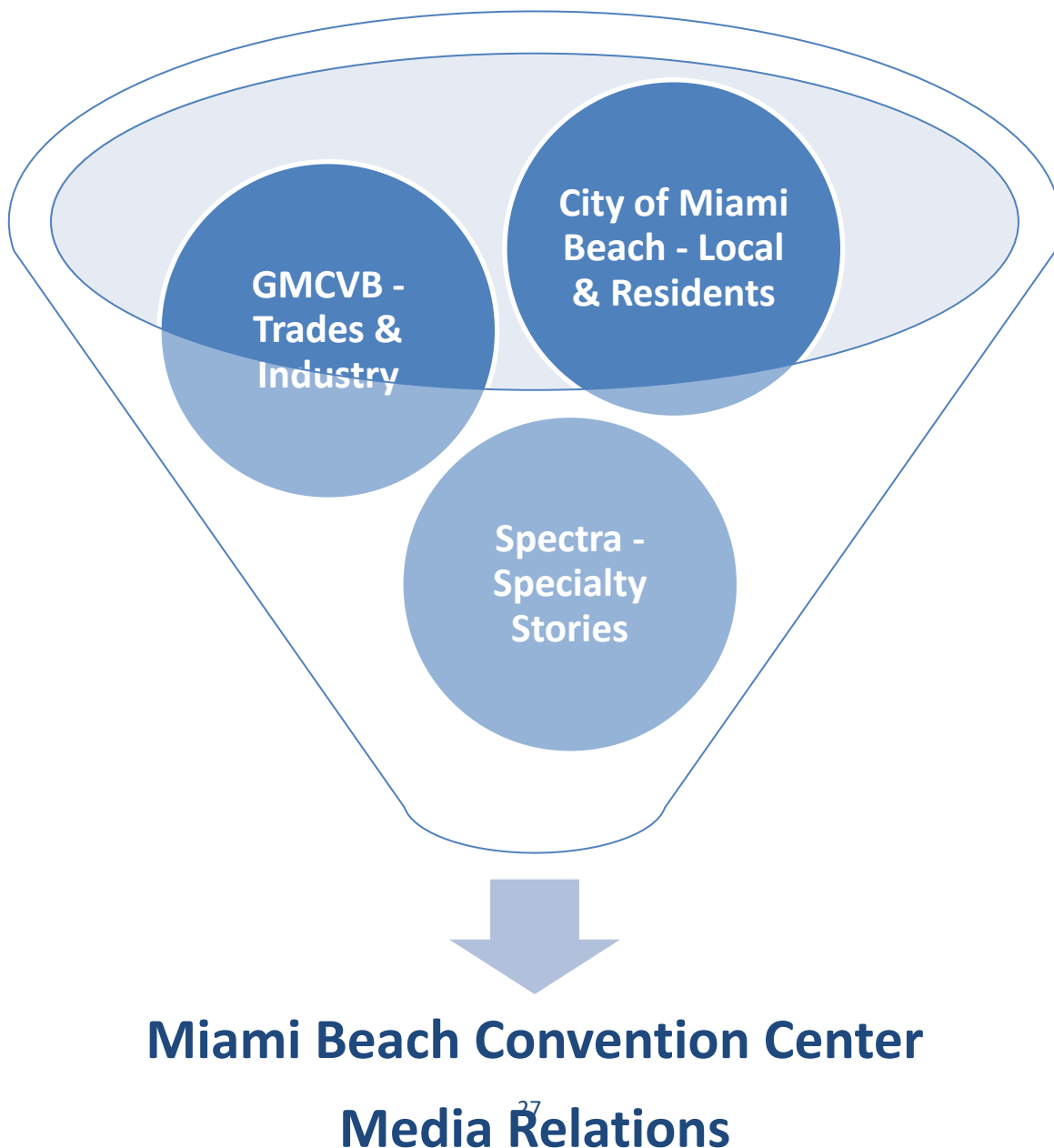
- Manage press inquiries from local, national and international sources, while developing story ideas and potential distribution outlets that promote the MBCC
 - *GMCVB* focus on national trades; international trades on occasion appropriate
 - *City of Miami Beach* focus on local publications
 - *Spectra* focus on specialty stories such as staff announcements; can be national, regional or local, dependent on coordination with CoMB and GMCVB
- Achieve cohesion through ongoing communications with CVB and CoMB Comm. noting GMCVB & CoMB are part of the development and approval process
- MBCC story ideas, pitch opportunities and press releases continually loop back to value propositions and guiding principles.

- **Public Relations:**

- Tailor communications to refer to value propositions while leveraging guiding principles to maximize resources and position the MBCC as a market leader.
- Coordinate with GMCVB partners and CoMB Comm. to present cohesive forward-facing announcements.
 - Refine and build MBCC image bank of dynamic compelling visuals with contributions by the GMCVB, CoMB Comm., Spectra and other valuable partners such as show management.
 - Develop and refine the MBCC website, leveraging audience behavior tracking modules to shape decision-making. Share audience behavioral data with GMCVB and CoMB Comm. partners as appropriate.
 - Share research and activities with partners to maintain cohesive forward-facing communications.

- Amplify partnerships with contract partners, GMCVB, industry influencers, general service contractors, GMBHA, VCA, Centerplate, Smart City, cultural partners, hotel partners, future headquarter hotel and the City of Miami Beach
- Develop on-site special events and experiences that introduce the new MBCC to area prospects (FAM site tours, special events, networking events for planners, gala chairs, etc.). Partner with the GMCVB to include national and large-scale planners as appropriate.

Figure Below: Synergy between GMCVB, City of Miami Beach & Spectra for Media Relations



Synergy across stakeholders is an important component of the MBCC Marketing strategy. Through meticulous project management, Spectra aims to reduce costs, increase efficiency, and maximize exposure.

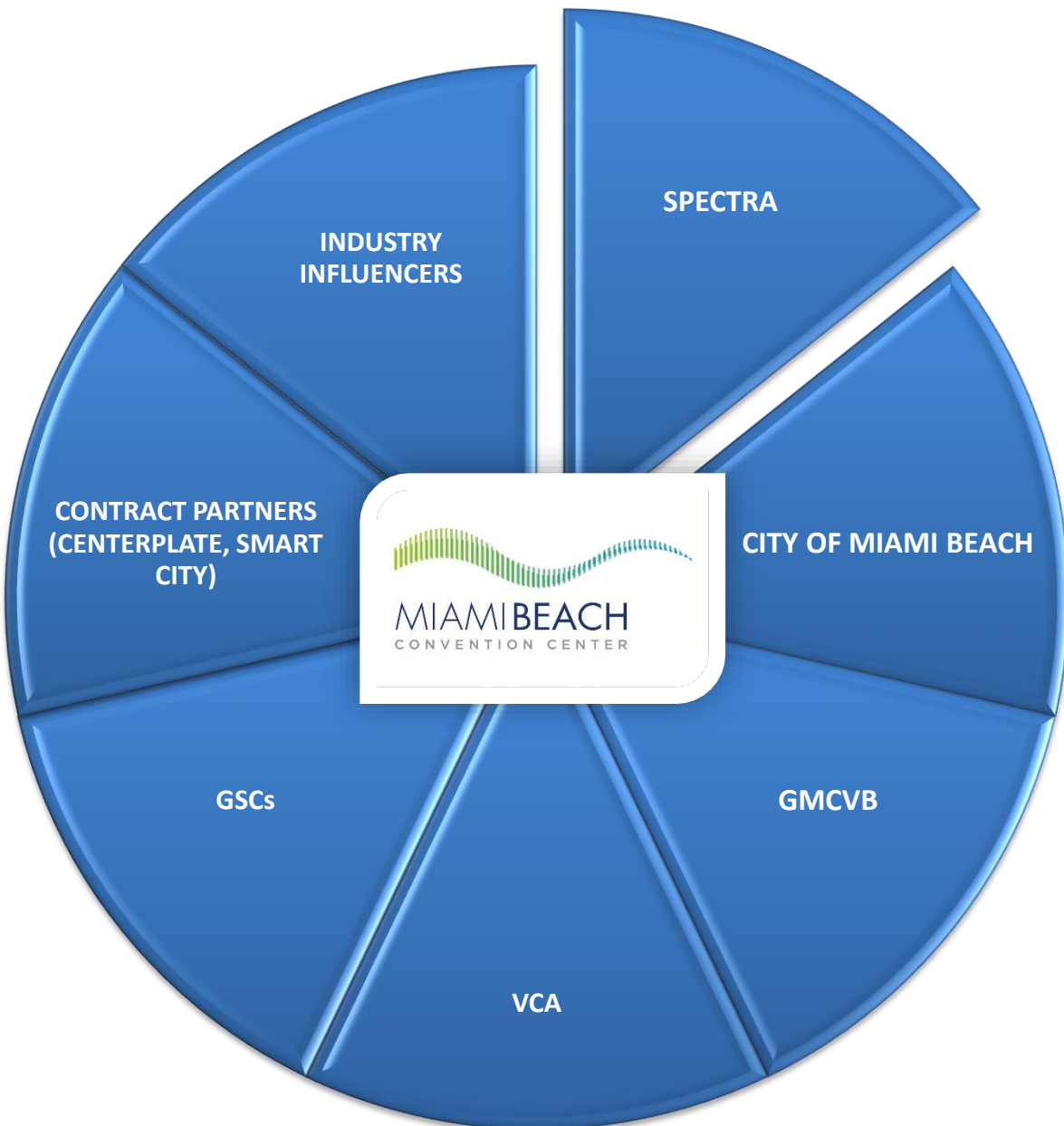
It is incumbent to leverage resources made available to MBCC from City of Miami Beach and GMCVB in taking advantage of advertising co-ops as appropriate, when managing the media relations playing field, and to cross promote other city assets as appropriate. Constant communication with the GMCVB and the City of Miami Beach Office of Communications support this synergy. Teams talk almost every day, exchanging daily emails across departments with regards to advertising, public relations, and content creation. Teams also communicate regularly in regard to media relations (to share media inquiries and strategies for media responses).

Teams ask the question “What do you think?” with respect to strategies and tactics, treating input and feedback as part of a refinement process. Interdepartmental communication supports a uniform voice and brand development for the MBCC.

Examples of collaboration between GMCVB, the City of Miami Beach Office of Communications include:

- sourcing media (who manages what story)
- developing talking points
- art development for ads
- contributing photography into a shared venue image bank
- developing content that highlights the Art is Public Places programs at the MBCC
- developing content that highlights the City Center Campus surrounding the MBCC
- developing content that highlights the elevated food and beverage service helmed by Centerplate at the MBCC
- developing content that is event driven to be shared with the GMCVB, the City and show organizers.

Figure Below: Synergy Across Stakeholders



8. STRATEGIC GOALS & OBJECTIVES

GOAL: Generate awareness of the MBCC, promoting values and differentiators to target audiences, including service enhancements and destination amenities. Achieve national and local recognition of the MBCC as a market leader within the industry.

- **Objective:** Continue to tell the MBCC story through compelling, unique, content that personalizes the product while surprising and delighting audiences
 - **Tactic:** Develop and distribute MBCC Venue Brand video, GSC video, Meet the Staff video, Arts in Public Places videos, Resiliency Videos, Technology Video, Event Recap videos, and MBCC Campus videos, among others.
 - **Tactic:** Continue to build the MBCC image library. Share content with show organizers and partners to present a cohesive brand identity.
 - **Tactic:** Develop an MBCC podcast to discuss industry and local issues, successes and promotions surrounding the MBCC throughout the City Center Campus.
- **Objective:** Increase social media engagements.
 - **Tactic:** Reach 5000 Instagram Follows, 19,000 Facebook Page Likes, double current Twitter following, double Linked-In Following. Increase You Tube subscriptions.
 - **Tactic:** Leverage a variety of social media channel tools and platforms to diversify and train the platform algorithms for high rankings of the MBCC (livestream, IGTV, IG Story, FB Story, etc.)
- **Objective:** Leverage industry award opportunities
 - **Tactic:** Buy Prime Site Award advertising as facilitated by Spectra, submit to local award opportunities presented by the Miami Beach Chamber and the GMBHA, submit to IAVM award opportunities such as their marketing competitions, among others.
- **Objective:** Increase positive press coverage specific to the MBCC and the campus assets
 - **Tactic:** Pitch stories in industry publications that focus on the MBCC, pitch stories in specialty publications that highlight service enhancements, pitch stories in specialty publications that highlight MBCC technology, pitch stories in specialty and industry publications that highlight ballroom assets, pitch stories to industry and specialty publications that highlight resiliency efforts.
 - **Tactic:** Host “Unconventional Cuisine Media Dinners” to exclusive industry press, in partnership with Centerplate and the GMCVB.
- **Objective:** Generate awareness of the MBCC to local industry association chapters (PCMA, IAEE, IAVM, etc.)
 - **Tactic:** Host general service contractor meetings to engage vendor partners. Produce content that highlights these partnerships.

- *Tactic:* Host the local chapters of PCMA, IAVM, and other venue or planner related industry associations for FAMs and onsite experiences.

GOAL: Highlight the Center as an economic driver for the community.

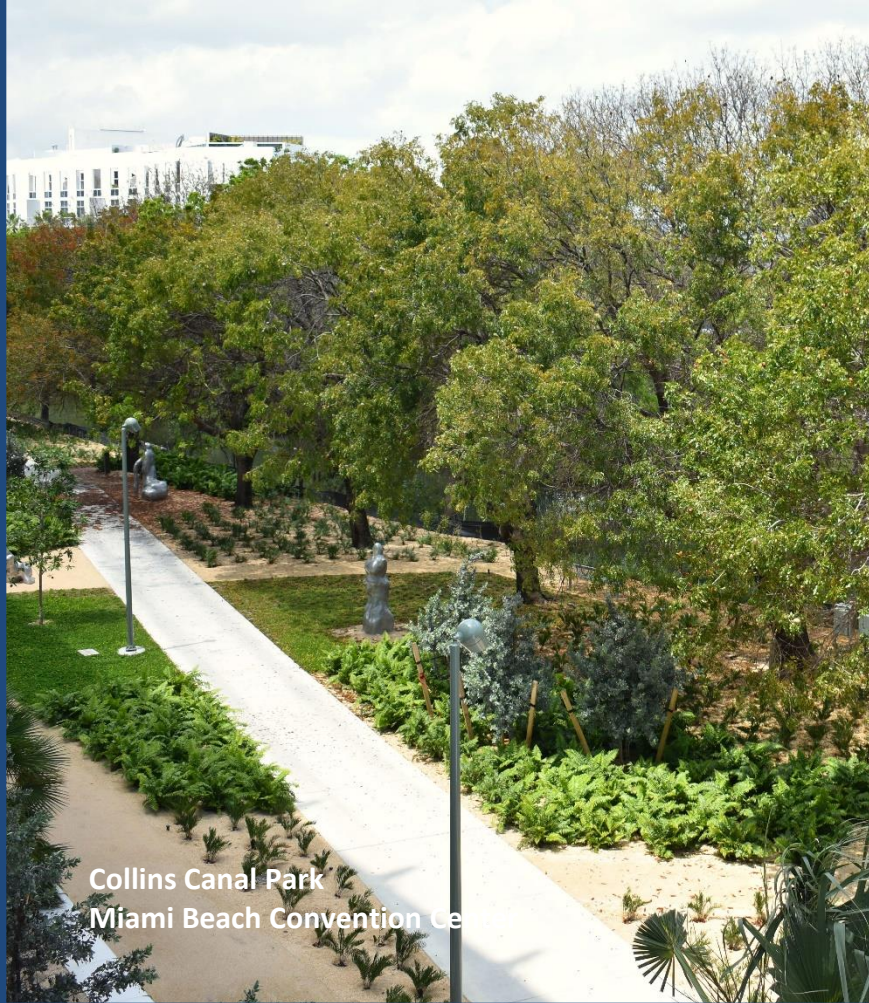
- ***Objective:*** Promote adjacent City Center Campus surrounding the MBCC as extensions of the venue
 - *Tactic:* Share content on social media channels promoting campus partners and program activities.
 - *Tactic:* Explore joint programming or co-op marketing with campus partners, especially with regards to park assets.
 - *Tactic:* Promote City Center Campus assets to prospective event planners for off-site activities.
 - *Tactic:* Accommodate campus partner messaging on digital signage and website to drive attendee activity into surrounding campus assets
 - *Tactic:* Promote the City's Arts in Public Places assets at the MBCC. Amplify City messaging and support the AiPP initiatives (tours, content creation, etc.)
 - *Tactic:* Develop and distribute the weekly MBCC internal newsletter to Spectra and partners (Centerplate, Smart City, etc.) to engage and educate the staff on industry successes, issues and challenges.
 - *Tactic:* Develop testimonials from sponsors and campus partners that position the MBCC as an important economic driver for Miami Beach.
 - *Tactic:* Develop engaging digital map of the campus and assets
- ***Objective:*** Build local advocacy in hospitality organizations such as GMHBA, MB Chamber, VCA, Focus Miami
 - *Tactic:* Host FAM tours for hospitality organizations such as GMHBA, MB Chamber, Focus Miami 3 – 4 times a year
 - *Tactic:* Attend events and networkers for of hospitality organizations such as GMHBA, MB Chamber, Focus Miami. Participate as Spectra/MBCC representative on appropriate committees and boards.
 - *Tactic:* Include relevant statistics on MBCC Event Recap videos
- ***Objective:*** Continue to maintain and expand MBCC sponsorship programs leveraging digital signage and website to generate revenue while driving attendees to local businesses.
 - *Tactic:* Increase sponsorship renewals with area businesses by maintaining relationships and fulfillments with current sponsors.
 - *Tactics:* Attract new sponsors to the MBCC sponsorship program by attending area networking activities.
 - *Tactic:* Explore expanding digital signage capabilities.
 - *Tactic:* In partnership with the GMCVB, manage the on-site Concierge Desk to highlight MBCC sponsors.

- *Tactic:* Continue to exceed expectations with sponsorship fulfillments (produce rack cards, produce content that highlights sponsors, social media posts that feature sponsors)





Humanoids, Joep Van Lieshout
Collins Canal Park
Miami Beach Convention Center



Collins Canal Park
Miami Beach Convention Center

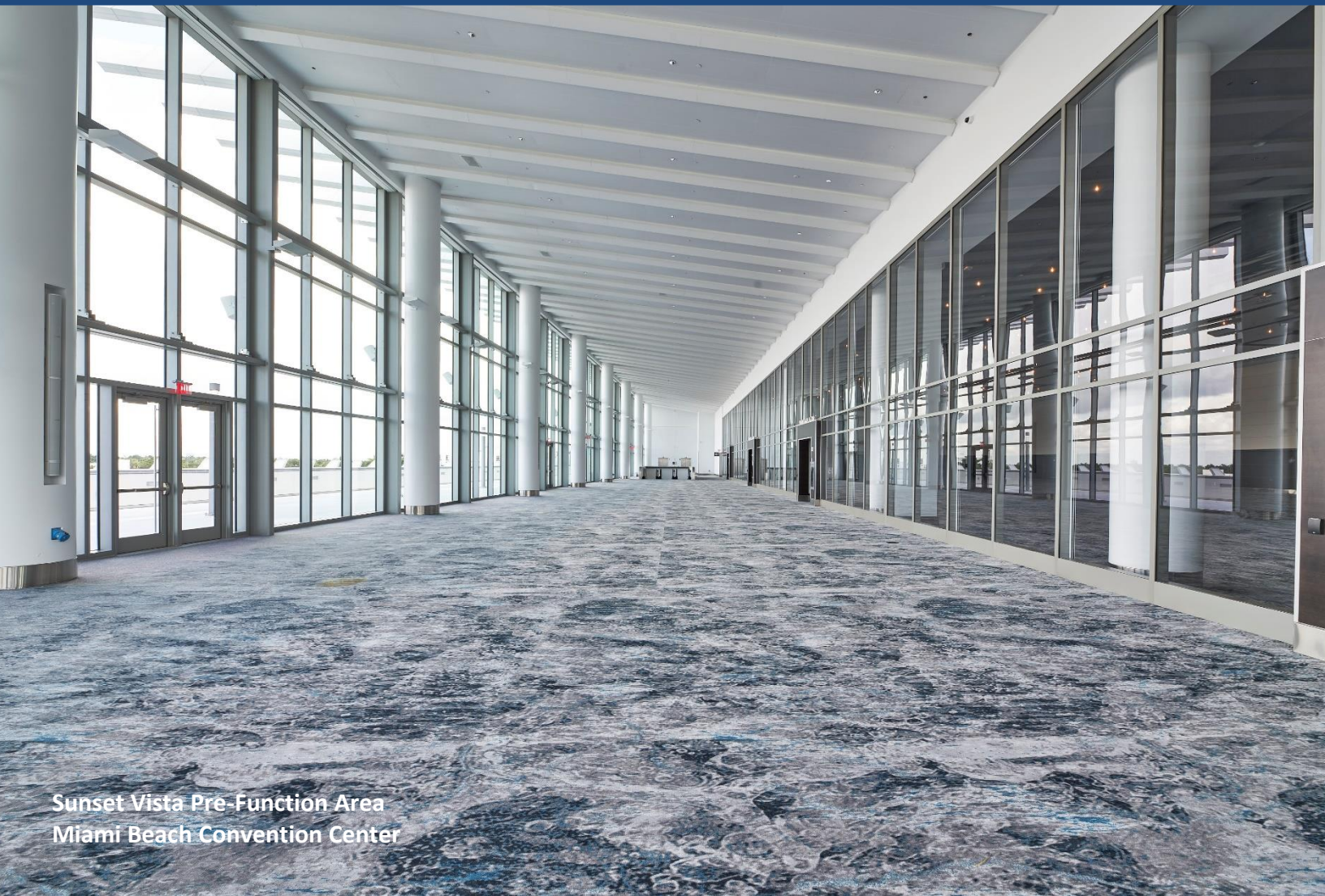


Humanoids, Joep Van Lieshout
Collins Canal Park
Miami Beach Convention Center

GOAL: Generate prospective bookings amongst targeted meeting planner audiences for the venue; generate leads for short-term bookings from targeted meeting planners.

- **Objective:** Engage meeting and event planners, positioning the MBCC as South Florida's premiere meetings and events destination.
 - *Tactic:* Host FAM activities at the MBCC for area meeting planners (yoga, dance, etc.). Collaborate with the GMCVB when appropriate.
 - *Tactic:* Produce content that is relevant to event planners (timelapse videos of ballroom set up, Chef recipes, etc.)
 - *Tactic:* Attend industry booking conferences to engage planners directly for potential bookings. Partner with GMCVB to maximize impact. Refer to Spectra Sales Conference Schedule for a full list of activities.
 - IMEX, ASAE, IAEE, PCMA, etc.
 - *Tactic:* Develop custom audiences on social media channels based on MBCC's event planner database; track and report online activities to maximize content creation, relevancy and engagements
 - *Tactic:* Develop email campaigns targeted to area event planners (holiday receptions, meetings packages, etc.)
 - *Tactic:* Cultivate relationships with area hotels for referral/overflow business.
 - *Tactic:* Provide content to show organizers and meeting planners as an added value service enhancement.
 - *Tactic:* Place advertising in targeted meeting and event planner outlets: PCMA, BizBash, Convention South, Florida Trend Magazine, South Florida Business Journal. Leverage issues that include added value or planner audiences.
 - *Tactic:* Continue to develop search parameters for the MBCC, cultivating search engine optimization efforts to improve Google rankings (while leveraging GMCVB's efforts and presence on Google rankings).
 - *Tactic:* Manage and maintain the MBCC website with current video and photo galleries and relevant reference materials for event planners. Streamline the website RFP submittal process. Publish blog posts that are relevant to the planner community.
 - *Tactic:* Develop and distribute elegant promotional gifts to support sales efforts at on-site and offsite FAMs. Gifts should be practical, sustainable, tech-friendly and beautiful while referencing the destination and including MBCC branding
 - Highlight the destination: flip flops, sunglasses, beach towels, etc.
 - Resiliency: water bottles, metal straws, etc.
 - Tech friendly: portable chargers, Bluetooth speakers, USB drives
 - Practical: journals, pens, pads and pencils
 - *Tactic:* Develop and produce engaging MBCC sales kit. Distribute at on-site and offsite FAMs for prospective planners.

- *Tactic:* Attend targeted sales prospecting conferences. Leverage appointment opportunities to target planners relevant to the Spectra verticals.
- *Tactic:* Emphasize service enhancements and excellence in event execution efficiencies in communications to customers and planners. Highlight service enhancements in content creation, email campaigns, collateral, etc.
- *Tactic:* In partnership with Centerplate, emphasize “unconventional cuisine,” impeccable food and beverage service, from concept to execution, that is representative of the community’s diversity and comparable to the finest dining establishments in the area (in content creation, collateral, media experiences, FAMs, etc.)
 - Partner on Centerplate’s social catering advertising and promotional initiatives
- *Tactic:* In partnership with Smart City, emphasize MBCC’s technology upgrades (in content creation, messaging, etc.)
- *Tactic:* Develop value driven videos to custom event and meeting planner audiences in partnership with Centerplate



Sunset Vista Pre-Function Area
Miami Beach Convention Center

9. SALES CONFERENCE SCHEDULE 19 - 20

PCMA Convening Leaders

January 5-8, 2020

San Francisco, California

<https://conveningleaders.org/>

Destination Showcase

February 5, 2020

Washington, D.C.

<https://destinationsinternational.org/showcase>

SISO CEO Summit

March 30-April 2, 2020

Dallas, TX

<https://www.siso.org/ceo>

Conference Direct – Annual Partners Meeting & Trade Show (APM 2020)

May 3-7, 2020

Las Vegas, NV

<https://conferencedirect.com/cd-events-media/>

IMEX – Frankfurt, Germany

May 12-14, 2020

Frankfurt, Germany

<https://www.imex-frankfurt.com/>

Helms Briscoe Annual Conference

May 18-19, 2020

Las Vegas, NV

<https://www.helmsbriscoe.com/industry-partners.html>

Xperience Design Project

May 19-20, 2020

Fort Washington, Maryland

<https://xdp.asaecenter.org/index.cfm>

Meeting Professionals International (MPI) World Education Congress

June 6-9, 2020

Grapevine, TX

<https://www.mpi.org/events/wec-grapevine>

CVENT Connect

June 15-18, 2020

Las Vegas, NV

<https://web.cvent.com/event/37cf15b7-bbc6-40a2-8a8d-f83982051a6d/summary>

Florida Society of Association Executives Annual Conference

July 15-17, 2020

Orlando, FL

<https://www.fsae.org/past-and-future-conferences>

American Society of Association Executives Annual Meeting & Exposition (ASAE)

August 8-11, 2020

Las Vegas, NV

<https://annual.asaecenter.org/>

IMEX – America

September 15-17, 2020

Las Vegas, NV

<https://www.imexamerica.com/>

International Association of Exhibitions & Events Expo (IAEE) Annual Meeting & Exhibition

December 8-10, 2020

Louisville, KY

<https://www.iaee.com/events/expo-expo-iae-es-annual-meeting-exhibition-2020/>

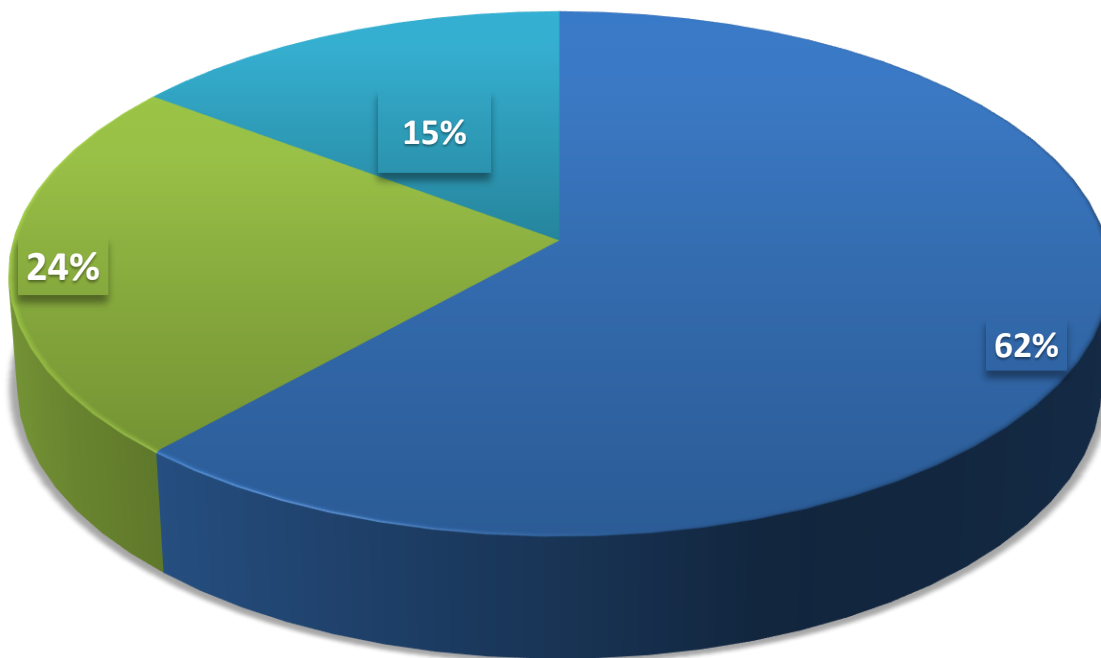
Chicago, New York and Washington, D.C. Sales Blitz

In conjunction with GMCVB (dates vary)

10. MARKETING MIX: SPECTRA ADVERTISING INVESTMENTS

In an effort to diversify advertising mix, marketing investments are heavy in digital but still continue a presence in traditional print advertising, printed collateral and promotional gift items.

FY 19 - 20 Spectra Marketing Investments Allocations



■ Digital Advertising

■ Print Advertising

■ Gifts/Promo Items

11. METRICS & KEY PERFORMANCE INDICATORS

Measurability of marketing tactics and strategies is paramount. Metrics guide decision-making, not instinct. Metrics inform us on who we should be pitching and who is looking at us. KPI's vary based on application, audiences, and campaign. Some KPI's we examine include:

- Website Optimization
 - Evaluate site traffic and keywords, evaluate direct site traffic, referral site traffic, and social traffic yields.
- Search Engine Optimization
 - Evaluate search visits (paid/unpaid), site bounce rate, new visits, bounce rates, average page visits, visit duration, conversions and unique search engine yields
- Social Media Channels
 - Evaluate and grow followers, likes, engagements, impressions, performance and conversions on Facebook, Instagram, Linked In, Twitter and YouTube
- Paid Media Metrics
 - Google Ads (impressions, clicks), Facebook/Instagram Ads (engagements, impressions, clicks), Twitter ads (engagements, impressions) and Linked In (engagements, impressions, clicks)
- Earned Media Metrics
 - Search values, new users, pages per visit, visit duration, bounce, leads, conversions, video views, followers, likes and shares
- Revenue Metrics
 - Sponsorship increases, booking lead generation increases, event type diversity.
- Satisfaction Survey Methodology
 - Primarily via digital distribution, analytics, reporting inform and shape re-targeting.
- Database Development
 - Build, develop, cultivate and maintain a database of prospective planners and events that would book the MBCC.

For more information, contact Sabrina Anico, Director of Marketing & External Relations at Sabrina_anico@miamibeachconvention.com.

FACT SHEET: MBCC BY THE NUMBERS

- **4 Exhibition Halls:** 491,654 sq. ft. (45,676 meters squared) of configurable and contiguous space
- **Grand Lobby:** (on the west side of the building) 98,495 square feet (9,150 meters squared)
- **1 Grand Ballroom:** 60,979 square feet (5,665 meters squared)
 - **Grand Ballroom Pre-Function Space:** 17,950 square feet (1,668 meters squared)
- **4 Junior Ballrooms:**
 - Ocean Drive Room: 15,858 square feet (1,473 meters squared)
 - Lincoln Road Room: 16,020 square feet (1,488 meters squared)
 - Sunset Vista Room: 19,714 square feet (1,831 meters squared)
 - Art Deco Room: 12,266 square feet (1,140 meters squared)
- Up to **84 Meeting Rooms** (sizes vary depending on configuration)
- **New total square footage of 1.4 million** square feet, up from 1.2 million before the 2015 renovation (130,064 meters squared)
- **3.1 acres of public green space** (11,357 meters squared) named **Collins Canal Park** to the north
- **5.8 acres of public green space** to the west named **Pride Park** (23,472 meters squared)
- The enclosed **North Loading Dock** is 108,543 square feet and offers **19 dock spaces**
- **South Loading Dock** is 31,020 square feet and **13 dock spaces**
- Almost **800 rooftop parking spaces** to replace spots in the preferred lot
- Multi-million dollar, newly constructed 10,000 sq. ft. full-size **production kitchen** (exclusively managed by Centerplate), complete with a pastry shop, to produce restaurant quality meals for 1 to 10,000 guests
- **\$7.1 million dollars'** worth of art curated by the City of Miami Beach Art in Public Places program featuring internationally renowned artists.
- Approximately **1,610 miles of fiber optic cabling** and **480 miles of copper wiring** to support all IT communications and redundancy in data transfer. The diameter of the moon is 2,159 square feet; that's enough wiring to slice the moon in half!
- Up to **400 Bluetooth enabled beacons** to support venue wayfinding app.
- **Free Wi-fi** provided by Smart City in all common areas and meeting rooms.

FACT SHEET: MBCC HISTORICAL MILESTONES

1958: Completed MB Convention Hall for \$4 million

1964: Muhammed Ali wins first heavyweight championship in Hall C, defeating Sonny Liston

1968: Republican National Convention (RNC)

1971: First Auto Show

1972: RNC and Democratic National Convention (DNC) take place. It was the last time both party conventions took place in the same city

1974: \$15.7 million expansion

1988 - 89: \$54 million expansion

2002: First Art Basel

2015: Groundbreaking on latest MBCC renovation

2018: \$620 million renovation; **first citywide destination event** following the renovation was AHIMA in September, **first consumer event** was the 48th Annual Miami International Auto Show in October

2019: Call of Duty World League Finals (July) takes place, the first “e-sports” event at the MBCC.

SPECTRA MARKETING MATRIX OF ACTIVITY (OCT. – FEB.)

Application	Campaign	October	November	December	January	February
Content Creation	Campus, External	Building Brand Video	Building Brand Video	Building Brand Video	Building Brand Video	Building Brand Video
Content Creation	Campus, External	Education Fund and Show Donations: Logistics/Campus Highlights	Pumpkin Flan (Fall Flavors, IN HOUSE)	MBCC Staff Holiday Video (in house)		Business Testimonials
Content Creation	Campus, Internal	Digital Signage: Featuring Concessions	Unconventional Cuisine FriendsGiving Cocktails	Spotlight AGT EM (in house)	Unconventional Green Space	Weddings at MBCC
Content Creation	Campus, Internal	Digital Signage: Touch Here	Spotlight Auto Show EM (Day in the Life IN HOUSE)	Unconventional Green Space	Unconventional Ballroom Space	Sports at MBCC
Content Creation	Campus, Internal		Mktg Manager Greeting AUTO SHOW (in house)	AiPP Committee Testimonials/Press Conference		
Content Creation	AiPP		Sarah Morris	Joseph Kosuth	Finalize AiPP	Art Overview
Content Creation	AiPP			Dragnet & Elmstreet/Bent Pool	AiPP Leadership	
Content Creation	Event Driven Marketing	Amer F&B Event Recap	Auto Show Pre EVENT Sizzle Reel	Joes Stone Crab/Centerplate/Art Basel	Future of Education Tech Event Recap Advance & GreetingIN HOUSE	JIS Advance Onsite
Content Creation	Event Driven Marketing	Cliff Ray (Auto Show)	Blue Gala (DS)	Art Basel Advance & Greeting	Super Bowl Event Advance	Neuman Wedding/GB
Content Creation	Event Driven Marketing	FIBO Event Recap 10/18	Auto Show Advance/Greetings	Art Basel On Site	Super Bowl Day in the Life EM (in house)	Volleyball (Sports at MBCC)
Content Creation	Event Driven Marketing	RBI Event Recap In house		AGT Advance	Super Bowl Fan Exp On Site	Franchise Expo Advance/Onsite
Content Creation	Event Driven Marketing	Miami Woman's Summit		AGT Onsite & Greeting	Antique Show Advance	City Mngr Assoc. Advance/Onsite
Content Creation	Event Driven Marketing	CoMB Health & Wellness	Unconventional Cuisine 2020 La Corona		Antique Show Onsite	
Content Creation	Brand Development		Convention South Print Ad for Feb DUE JAN 3	Convention South Print Ad for Feb DUE JAN 3	UnConv Cuisine: Superbowl	Weddings at MBCC
Content Creation	Brand Development	EPG	EPG	Revise Sales Insert	EPG	Sports at MBCC
Content Creation	Brand Development	Marketing Plan strategic Planning	Marketing Plan Layout	Marketing Plan Layout		
Content Creation	Brand Development	Strategic Planning	Sales Proposals and Documents	Sales Proposals and Documents	Annual Report	Unconv Spaces 2020
Content Creation	Digital Ads	UnConv Spaces/Ballroom Spaces	UnConv Spaces/Ballroom Spaces	Unconventional Cuisine 2020 La Corona	Unconv Cuisine 2020	Unconv Spaces 2020
Digital Advertising	Eblast, Planner list	GMCVB 360 Tour	Vape Communication	Holiday Greetings/Cocktail	New Year New You	What's New at MBCC
Digital Advertising	Eblast, Planner list	Holiday Reception Spaces	Meeting Packages		Join Our YouTube	Building Brand Video
Digital Advertising	Eblast, Planner list				Unconv. Ballroom 2020	Technology at MBCC
Digital Advertising	Eblast, Internal	News You Can Use	News You Can Use	News You Can Use	News You Can Use	News You Can Use
Digital Advertising	Eblast, Campus	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC
Digital Advertising	FB Planner Audience	MBCC UnConv Spaces	MBCC Ballroom Spaces	MBCC UnConv Spaces	Unconv Spaces 2020	Unconv Cuisine 2020
Digital Advertising	Linked In Planner Audience					
Digital Advertising	Google Planner Audience National	MBCC UnConv Spaces	MBCC Ballroom Spaces	Local Sponsors		Unconv Spaces 2020
Digital Advertising	You Tube Audience Development					
Digital Advertising	Miami Beach Audiences	MBCC UnConv Spaces	MBCC UnConv Spaces	MBCC UnConv Spaces	Unconv Spaces 2020	Economic Impact

SPECTRA MARKETING MATRIX OF ACTIVITY (OCT. – FEB.)

Application	Campaign	October	November	December	January	February
Digital Advertising	PCMA Engage					PCMA Engage: Campus
Digital Advertising	Listing	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South
Digital Advertising	Connect Meetings					Unconv Spaces 2020
Print Advertising	Service Enhancements	Centerplate Mktg Fund	Centerplate Mktg Fund			
Print Advertising	Unconv. Spaces, Sales Ad					Convention South
Print Advertising	Unconv. Spaces, Sales Ad					
Print Advertising	Collateral					
Sales Prospecting Events	Full Planner Audience					Yoga Mixer
Sales Prospecting Events	Hotel Vertical	GMBHA Tour				Lincoln Rd BID Tour
Sales Prospecting Events	Campus					Campus Mixer
Website Development						
Website Development		Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)
Website Development		Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates
Sponsorship Prospecting	Membership Renewals	IAEE	GMBHA	MPI	MBCC	MDGLCC
Professional Development	PCMA				PCMA	
Promotional Items	Sales, FAMs & Conferences			IAEE	PCMA	Destination Showcase
Promotional Items	Sales, FAMs					
Media Relations/PR	General Story Pitches	Patricia Rios HR	Dir of Marketing	Unconv. Spaces Ballrooms	Art & Business	Art & Business
Media Relations/PR	General Story Pitches	Unconv Spaces	Dir. Public Safety	Dir. Sales	Dir Sales	
Media Relations/PR	General Story Pitches		Unconv Spaces	Dir Mktg & PS		
Media Relations/PR	Unconv Cuisine	Unconv Cuisine	Winter Menu/La Corona	Unconv. Cuisine Cocktails	New Year, New You	Unconv. Cuisine, Event Planner Meals
Corporate Social Responsibility	Campus, Internal/External	Breast Cancer Awareness	Hurricane Dorian Bahamas Relief	Adopt A Family WFOR		Black History Month

SPECTRA MARKETING MATRIX OF ACTIVITY (MAR. - SEPT.)

Application	Campaign	March	April	May	June	July	August	September
Content Creation	Campus, External	Campus Map	Campus Map	Collins Canal Park & Pride Park	GSC Unsung Heroes	Collins Canal Park & Pride Park	Transportation Options & First Class Valet	Wellness
Content Creation	Campus, External	Women's Month	Miami Beach Pride	Spotlight Campus				
Content Creation	Campus, Internal	Spotlight MBCC Sponsors	Spotlight AiPP	Resiliency in CoMB	Spotlight Operations	Spotlight GM		
Content Creation	Campus, Internal	Business Owner Testimonial (EI)	MBCC Meet the Staff: Event Services	Summer Menu Recipe	Summer Menu	Centerplate Plastic Free	Energy Pods	Life of the Lychee
Content Creation	Campus, Internal	Jackie Sofer, Headquarter Hotel/Female Leadership	Spotlight City Admin					
Content Creation	AiPP				AiPP Tours			
Content Creation	AiPP		AiPP Tours					
Content Creation	Event Driven Marketing	Zen Desk Event recap	IndEx Event Recap	Connectivity Expo Advance/Onsite	World Perfumary Congress Advance/Onsite	Internal Auditors Advance/Onsite	Blue Gala Advance/Onsite/Recap	TCT Advance/Onsite/Recap
Content Creation	Event Driven Marketing	Tissue World Event Recap	eMerge Advance/Onsite	SuperCon (Ticket Giveaway)	Floriculture Advance/Onsite	Neuro Surgeons Advance/Onsite		FIBO Advance/Onsite/Recap
Content Creation	Event Driven Marketing	MAPS Event Recap	IIS Advance/Onsite	SuperCon Advance/Onsite	WOBI Advance/Onsite	Swim Week Advance/Onsite/Recap		Womens Summit Advance/Onsite/Recap
Content Creation	Event Driven Marketing	MCB Gala Event Recap	Seatrade Advance/Onsite	CoMB Wellness Advance/Onsite	AHIP Advance/Onsite			
Content Creation	Event Driven Marketing	PB Expo Event Recap	MCB Gala Advance/Onsite/Recap		FIME Advance/Onsite			
Content Creation	Event Driven Marketing		Big Bro/Lil Si Advance Onsite		LE Advance/Onsite/Recap			
Content Creation	Brand Development	Galas at MBCC	Galas at MBCC	Development of Podcast	Development of Podcast	Podcast Present to Stakeholders	Podcast Equipment & Logistics	Podcast Launch
Content Creation	Brand Development	Gala Cuisine	Unconv. Cuisine, Event Planner Meals (Spring, Brandi, Veg. Cooking Channel Style)		Unconv Spaces 2020	Unconv Spaces 2020		
Content Creation	Brand Development	Energy Pods	AiPP Tours	Quarterly Reports	Unconventional Green Space			
Content Creation	Brand Development							
Content Creation	Digital Ads	Economic Impact	AiPP	MBCC Campus		Productivity & Spaces (Art)	Social Events	
Digital Advertising	Eblast, Planner list	Social Events at MBCC	Meeting Packages	Video Gallery Page	Virtual Site Tours	Campus	F&B	UnConv Spaces
Digital Advertising	Eblast, Planner list	Unconv Ballroom Spaces	MBCC Campus	What's New at MBCC	Follow Us On Social			
Digital Advertising	Eblast, Planner list	Unconv Cuisisne Spring Menu/Gala						
Digital Advertising	Eblast, Internal	News You Can Use	News You Can Use	News You Can Use	News You Can Use	News You Can Use	News You Can Use	News You Can Use
Digital Advertising	Eblast, Campus	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC	Upcoming Events at MBCC
Digital Advertising	FB Planner Audience	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020
Digital Advertising	Linked In Planner Audience	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020			
Digital Advertising	Google Planner Audience National	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	
Digital Advertising	You Tube Audience Development	You Tube Campaigns		You Tube Ads			You Tube Campaigns	
Digital Advertising	Miami Beach Audiences	Unconv Spaces 2020	Economic Impact	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020	Unconv Spaces 2020

SPECTRA MARKETING MATRIX OF ACTIVITY (MAR. - SEPT.)

Application	Campaign	March	April	May	June	July	August	September
Digital Advertising	PCMA Engage	PCMA Engage: AIPP	PCMA Engage: Building					
Digital Advertising	Listing	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South	CVENT/Bizbash/Convention South
Digital Advertising	Connect Meetings	Unconv Cuisine 2020						
Print Advertising	Service Enhancements							
Print Advertising	Unconv. Spaces, Sales Ad	PCMA Convene			F&D Mag Prime Site	Convention South		
Print Advertising	Unconv. Spaces, Sales Ad							
Print Advertising	Collateral	MBCC Sales Kit						
Sales Prospecting Events	Full Planner Audience	Luncheon	Tango Mixer	Zoomba Mixer	Summer Fling at MBCC		Run in the Sun In the AC	
Sales Prospecting Events	Hotel Vertical	Chamber Tour	Wash Ave BID Tour					
Sales Prospecting Events	Campus			Campus Mixer		Campus Mixer		
Website Development		Blog Page		GDPR	Spanish Language Translation	Site Map		
Website Development		Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)	Blog Posts (2)
Website Development		Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates	Video/Photo/Event Calendar Updates
Sponsorship Prospecting	Membership Renewals							
Professional Development	PCMA							
Promotional Items	Sales, FAMs & Conferences	SISO	Conference Direct	IMEX/Helms Briscoe/Xperience	MPI/CVENT	FSAE	ASAE	IMEX
Promotional Items	Sales, FAMs							
Media Relations/PR	General Story Pitches	Green Spaces	Unconv Spaces 2020	CSR	Resiliency			
Media Relations/PR	General Story Pitches							
Media Relations/PR	General Story Pitches							
Media Relations/PR	Unconv Cuisine	Unconv. Cuisine Media Dine	Unconv. Cuisine Media Dine	Summer Menus				Life of a Lychee
Corporate Social Responsibility	Campus, Internal/External	Womens Months	Choose your Cause: AIDS Walk, Pride, Autism Aware, March of Dimes	Resiliency		Runner's Club/Wellness/Parks		

SPECTRA & GMCVB COOPERATIVE MARKETING MATRIX:

GMCVB AREAS OF SPECIALIZATION

TARGET BUSINESS	CITYWIDE MEETINGS	
Priority Per Booking	P1	P2
Room Nights (Contracted)	1,500+	500-1,499
Booking Window	24 months and beyond	less than 24 months
Examples	AHIMA, CA Technologies, VEAM Software, Intl. Bar Association	Intl. Air Cargo Association, Institute of Internal Auditors, Seatrade
Primary Sales Team/Strategy Development	GMCVB	GMCVB
Brand support/Creative Material	GMCVB	GMCVB
Advertising Lead	GMCVB	GMCVB
Social Media Lead	Spectra	Spectra
Meeting/Convention Services	GMCVB	GMCVB
Media Relations	GMCVB	GMCVB
Sponsorship	Spectra	Spectra
Strategy	Destination Driven	Destination Driven

SPECTRA & GMCVB COOPERATIVE MARKETING MATRIX:

SPECTRA AREAS OF SPECIALIZATION

TARGET BUSINESS	CORPORATE/TRADESHOWS	PUBLIC/CONSUMER SHOWS	SOCIAL CATERING EVENTS
Priority Per Booking	P3	P3	P3
Room Nights (Contracted)	less than 500 rooms	0	0
Booking Window	less than 18 months	less than 18 months	less than 18 months
Examples	Franchise Expo, Cabana, WOBI	Auto Show, Florida SuperCon, FIBO	Baptist Hospital, Miami City Ballet Gala, Large Scale Weddings
Primary Sales Team/Strategy Development	Spectra	Spectra	Spectra/Centerplate
Brand support/Creative Material	GMCVB/Spectra	GMCVB/Spectra	Spectra/Centerplate
Advertising Lead	Spectra	Spectra	Spectra/Centerplate
Social Media Lead	Spectra	Spectra	Spectra
Meeting/Convention Services	Spectra/GMCVB	Spectra	Centerplate
Media Relations	Spectra/GMCVB	City of Miami Beach/Show Management	Spectra/Centerplate
Sponsorship	Spectra	Spectra	Spectra
Strategy	MBCC Driven	MBCC Driven	MBCC Driven





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