

2020 DMCVB ACTIVITIES CALENDAR

IMPOSSIBLE IS POSSIBLE





Campus Martius Park

VITO PALISANO

JANUARY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- American Bus Association Marketplace, Omaha, NE
- Individual Travel Writer Site Visits
- TravMedia's International Media Marketplace (IMM), New York, NY

SALES ACTIVITIES

- Professional Convention Management Association (PCMA) Convening Leaders, San Francisco, CA

SERVICES ACTIVITIES

- Detroit Metro Convention & Visitors Bureau Annual Membership Meeting, Detroit, MI
- Event Services Professional Association (ESPA), Denver, CO

SPORTS ACTIVITIES

- National Collegiate Athletic Association (NCAA) Convention, Anaheim, CA

FEBRUARY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Heartland Travel Showcase, Lansing, MI
- Individual Travel Writer Site Visits
- Pure Michigan Governor's Conference on Tourism, Grand Rapids, MI
- Receptive Tour Operator, Summit West, Marina del Rey, CA

SALES ACTIVITIES

- Association Management Company (AMC) Institute Annual Meeting, Long Beach, CA
- Connect Chicago, Chicago, IL
- Connect Diversity, Kissimmee, FL
- Council of Engineering and Scientific Society Executives (CESSE) Mid-Winter CEO Meeting, Tucson, AZ
- Destination Showcase D.C., Washington, D.C.
- Meet NY, New York, NY
- Meetings Michigan - Meeting Professionals International (MPI) Mid America, Cincinnati, OH
- Michigan Meeting Professionals International (MPI) Mid-Winter Symposium, Kalamazoo, MI

SERVICES ACTIVITIES

- Networking Mixer, Metro Detroit, MI
- Partner Portal Training, Detroit, MI

MARCH

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- International Travel Berlin, Berlin, Germany

SALES ACTIVITIES

- Christian Meetings & Conventions Association (CMCA) Spring Showcase, Colorado Springs, CO
- Detroit Tigers Openings Day Familiarization Tour, Detroit, MI
- Experient EnVision Conference, Las Vegas, NV
- Michigan Society of Government Meeting Professionals (SGMP) Annual Education Conference, Grand Rapids, MI

SERVICES ACTIVITIES

- Educational Seminar, Metro Detroit, MI
- Marketing/Social Media Educational Seminar, Metro Detroit, MI
- Meetingmax Annual Conference, Vancouver, British Columbia, Canada

SPORTS ACTIVITIES

- Big Ten Men's Basketball Tournament, Indianapolis, IN

APRIL

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Circle Wisconsin Midwest Marketplace, Oshkosh, WI
- Individual Travel Writer Site Visits
- Midwest Travel Journalists Association (MTJA) Spring Conference, San Diego, CA
- Receptive Tour Operator, Summit East, New York, NY
- UK Sales Mission, London, England
- *Visit Detroit* Magazine, Spring & Summer Edition

SALES ACTIVITIES

- Connect NYC, New York, NY
- Michigan Society of Association Executives (MSAE) Associ8@5:08PM, Metro Detroit, MI

SERVICES ACTIVITIES

- Customer Service Briefing, Metro Detroit, MI
- D-Rover at FIRST Championship, Detroit, MI
- Economic Development Tour, Metro Detroit, MI
- Marketing/Social Media Educational Seminar, Metro Detroit, MI
- Networking Mixer, Metro Detroit, MI

SPORTS ACTIVITIES

- National Collegiate Athletic Association (NCAA) Men's Final Four, Atlanta, GA
- NFL Draft, Las Vegas, NV
- Sports Events & Tourism Association (ETA) Symposium, Kansas City, MO

MAY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Circle Michigan Sales Blitz, TBD
- Domestic Tourism Familiarization Tour, Detroit, MI
- Individual Travel Writer Site Visits
- IPW, Las Vegas, NV
- U.S. Travel Association's IPW, Las Vegas, NV

SALES ACTIVITIES

- ConferenceDirect Annual Partner Meeting, Las Vegas, NV
- HelmsBriscoe ABC, Las Vegas, NV
- Meetings Michigan - Chicago Cubs Rooftop, Chicago, IL
- Meetings Michigan Expo, Metro Detroit, MI
- Professional Convention Management Association (PCMA) Visionary Awards Dinner, Washington, D.C.
- Society of Government Meeting Professionals (SGMP) National Education Conference & Expo (NEC), St. Louis, MO

SERVICES ACTIVITIES

- BIZBASH, Fort Lauderdale, FL
- D-Rover at Chevrolet Detroit Grand Prix presented by Lear, Detroit, MI
- D-Rover at Port Detroit, Detroit, MI
- Educational Seminar, Metro Detroit, MI
- Marketing/Social Media Educational Seminar, Metro Detroit, MI
- Partner Portal Training, Detroit, MI

SPORTS ACTIVITIES

- Sales Trips, Colorado Springs, CO

JUNE

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- Media Familiarization Tour, Detroit, MI

SALES ACTIVITIES

- Cvent Connect, Las Vegas, NV
- Financial & Insurance Conference Professionals (FICP) Education Forum, Pasadena, CA
- Professional Convention Management Association (PCMA) Education Conference, Montreal, Quebec, Canada

SERVICES ACTIVITIES

- Customer Service Briefing, Metro Detroit, MI
- D-Rover at Detroit Medical Center Opportunity Fair, Detroit, MI
- D-Rover at Port Detroit, Detroit, MI
- Hometown Tourist Day, Metro Detroit, MI
- Marketing/Social Media Educational Seminar, Metro Detroit, MI
- Networking Mixer, Metro Detroit, MI

JULY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Council of Engineering and Scientific Society Executives (CESE) Annual Meeting, Detroit, MI
- Destinations International, Chicago, IL
- Diversity Executive Leadership Program (DELP) Reunion, Detroit, MI
- Michigan Society of Association Executives (MSAE) Diamond Awards, Kalamazoo, MI
- Michigan Society of Association Executives (MSAE) OrgPro, Kalamazoo, MI

SERVICES ACTIVITIES

- D-Rover at Detroit Book Festival, Detroit, MI
- D-Rover at Port Detroit, Detroit, MI
- Educational Seminar, Metro Detroit, MI
- Marketing/Social Media Educational Seminar, Metro Detroit, MI

AUGUST

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- Student Youth Association Annual Conference, Winnipeg, Manitoba, Canada
- Travel Media Showcase, TBD
- Two Nation Vacation Media Familiarization Tour, Detroit, MI and Windsor, Canada
- U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO), Grand Rapids, MI

SALES ACTIVITIES

- American Society of Association Executives (ASAE) Annual Meeting, Las Vegas, NV
- American Society of Association Executives (ASAE) Certified Association Executive (CAE) Reception, Las Vegas, NV
- American Society of Association Executives (ASAE) Diversity Executive Leadership Program (DELP) Breakfast, Las Vegas, NV
- Connect Marketplace, New Orleans, LA
- Meetings Michigan Reception, Louisville, KY
- Society of Independent Show Organizers (SISO) Leadership Conference, Dallas, TX

SERVICES ACTIVITIES

- Celebrate Services Day, Metro Detroit, MI
- D-Rover at Junior League Baseball World Series, Taylor, MI
- D-Rover at Port Detroit, Detroit, MI
- D-Rover at Xenith Prep Kickoff Classic, Detroit, MI
- Economic Development Tour, Metro Detroit, MI
- Networking Mixer, Metro Detroit, MI
- Partner Portal Training, Detroit, MI
- Recognition of Service Excellence (ROSE) Awards, Metro Detroit, MI

SEPTEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Family Reunion Planning Seminar, Detroit, MI
- IMEX America, Las Vegas, NV
- State of Black Tourism, Washington, D.C.

SERVICES ACTIVITIES

- D-Rover at Bass, Brews & BBQ Festival - Lake St. Clair, Harrison Township, MI
- D-Rover at Port Detroit, Detroit, MI
- Educational Seminar, Metro Detroit, MI

SPORTS ACTIVITIES

- Sales Trips, Colorado Springs, CO

OCTOBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Circle Michigan Annual Meeting, Ludington, MI
- Discover America, Toronto, Ontario, Canada
- German Sales Mission, Germany
- Individual Travel Writer Site Visits
- Midwest Travel Journalists Association (MTJA) Fall Conference, TBD
- Society of American Travel Writers (SATW) Annual Convention, Milwaukee, WI
- *Visit Detroit* Magazine, Fall & Winter Edition

SALES ACTIVITIES

- Taste of Michigan Luncheon (Destination Michigan), Grand Rapids, MI

SERVICES ACTIVITIES

- D-Rover at Detroit Free Press/TCF Bank Marathon Health & Fitness Expo, Detroit, MI
- D-Rover at Detroit Harvestfest, Detroit, MI
- D-Rover at Port Detroit, Detroit, MI
- Destinations International Membership Summit, Bloomington, MN
- Networking Mixer, Metro Detroit, MI

SPORTS ACTIVITIES

- TEAMS Conference, Houston, TX

NOVEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- National Tour Association Travel Exchange, Reno Tahoe, NV
- Ontario Motor Coach Association Marketplace, Niagara Falls, Ontario, Canada
- World Travel Market, London, England

SALES ACTIVITIES

- Connect D.C., Washington, D.C.
- Destination Michigan Showcase and Luncheon, Bath, MI
- Financial & Insurance Conference Professionals (FICP) Annual Conference, Washington, D.C.
- Meetings Michigan - Meeting Professionals International (MPI) Great Lakes Education Summit, Traverse City, MI
- National Coalition Black Meeting Planners, TBD

SERVICES ACTIVITIES

- Certified Meeting Professionals (CMP) Conclave, TBD
- Educational Seminar, Metro Detroit, MI
- Partner Portal Training, Detroit, MI

DECEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Holiday Showcase, Chicago, IL
- IAEE Expo! Expo!, Louisville, KY
- Lansing Holiday Celebration, Lansing, MI

SERVICES ACTIVITIES

- Chairman's Event, Metro Detroit, MI
- Full Board Dinner, Metro Detroit, MI
- Networking Mixer, Metro Detroit, MI

SPORTS ACTIVITIES

- Colorado Springs Holiday Event, Colorado Springs, CO



Detroit Riverfront

For Your Safety:
Please Do Not Climb
Into The Fountain

HOW TO MAXIMIZE YOUR PARTNERSHIP WITH THE DMCVB*

UTILIZING THE PARTNER PORTAL:

- Respond to leads
- Upload deals and discounts
- Upload events
- Review and update your profile and photos
- Access the convention and reunion calendars
- Access weekly sales activity reports

PARTICIPATE IN BUREAU EVENTS:

- Annual Membership Meeting
- Discover The D Hometown Tourist Day
- Family Reunion Planning Seminar
- ROSE Awards, our regional employee appreciation program
- Networking mixers
- Educational seminars
- Partner Portal training
- Hospitality Ambassador training

KEEP US IN THE KNOW:

- Share information about renovations, expansions, etc.
- Showcase your property/business to the DMCVB staff

*Benefits based on partnership levels

For more information on how to maximize your partnership, contact Leanna Sullivan, partnership services coordinator, at 313-202-1852 or lsullivan@visitdetroit.com.



Eastern Market

BILL BOWEN



The Henry Ford



Charles H. Wright Museum of African American History

SERARD + BELEVENDER

To read the DMCVB's 2020 marketing plan,
go to visitdetroit.com/marketingplan

GET CONNECTED:



#DMCVB2020



211 W. Fort St., Ste. 1000 | Detroit, MI 48226 | 313-202-1800

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