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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

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

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<table>
<thead>
<tr>
<th>MONTH</th>
<th>MARKETING AND PUBLIC RELATIONS ACTIVITIES</th>
<th>SALES ACTIVITIES</th>
<th>SERVICES ACTIVITIES</th>
<th>SPORTS ACTIVITIES</th>
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<tr>
<td>MARCH</td>
<td>Individual Travel Writer Site Visits</td>
<td>Christian Meetings &amp; Conventions Association (CMCA) Spring Showcase, Colorado Springs, CO</td>
<td>Educational Seminar, Metro Detroit, MI</td>
<td>Big Ten Men’s Basketball Tournament, Indianapolis, IN</td>
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<td>International Travel Berlin, Berlin, Germany</td>
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<td>Midwest Travel Journalists Association (MTJA) Spring Conference, San Diego, CA</td>
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<td>Receptive Tour Operator, Summit East, New York, NY</td>
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<td>APRIL</td>
<td>Circle Michigan Midwest Marketplace, Oshkosh, WI</td>
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<td>ConferenceDirect Annual Partner Meeting, Las Vegas, NV</td>
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<td>Meetings Michigan - Chicago Cubs Rooftop, Chicago, IL</td>
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<td>Meetings Michigan Expo, Metro Detroit, MI</td>
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<td>Professional Convention Management Association (PCMA) Visionary Awards Dinner, Washington, D.C.</td>
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<td>Society of Government Meeting Professionals (SGMP) National Education Conference &amp; Expo (NEC), St. Louis, MO</td>
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<td>JUNE</td>
<td>Circle Wisconsin Midwest Marketplace, Oshkosh, WI</td>
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2

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3
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**JULY**

**MARKETING AND PUBLIC RELATIONS ACTIVITIES**
- Individual Travel Writer Site Visits

**SALES ACTIVITIES**
- Council of Engineering and Scientific Society Executives (CESSE) 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 (DISO) 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 Xpand 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
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.

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GET CONNECTED:

#DMCVB2020

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DETOUR METRO CONVENTION & VISITORS BUREAU

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

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