



DETROIT'S UNCRUNSHABLE SPIRIT

I 2021 DMCVB Activities Calendar

 visitdetroit.com



I JANUARY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Professional Convention Management Association (PCMA) Convening Leaders, Virtual

I FEBRUARY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Heartland Travel Showcase – Virtual Trade Show
- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Council of Engineering and Scientific Society Executives (CESSE) Mid-Winter CEO Meeting, Virtual
- Destination Showcase, Washington D.C., Virtual
- Michigan Meeting Professionals International (MPI) Mid-Winter Symposium, Kalamazoo, MI

SERVICES ACTIVITIES

- Detroit Metro Convention & Visitors Bureau Annual Membership Meeting, Detroit, MI, Virtual

I MARCH

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SERVICES ACTIVITIES

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

SPORTS ACTIVITIES

- Big Ten Men's Basketball Tournament, Chicago, IL
- Big Ten Women's Basketball Tournament, Indianapolis, IN



APRIL

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Customer Advisory Board (CAB) Meeting, Virtual
- PCMA Get to Know Webinar

SPORTS ACTIVITIES

- National Collegiate Athletic (NCAA) Men's Final Four, Indianapolis, IN
- NFL Draft, Cleveland, OH
- Sports ETA Symposium, Birmingham, AL

MAY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- Midwest Travel Journalists Association, Virtual Tradeshow

SALES ACTIVITIES

- Connect Diversity, Las Vegas, NV
- Grand Prix Familiarization Tour, Detroit, MI
- HelmsBriscoe ABC, TBD
- PCMA Visionary Awards Dinner, Washington D.C.
- Rocket Mortgage Classic - PGA Tournament, Detroit, MI

SERVICES ACTIVITIES

- Educational Seminar, Metro Detroit, MI
- Hometown Tourist Day, Metro Detroit, MI
- Sales Trip, Colorado Springs, CO

JUNE

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- American Bus Association Annual Marketplace, Baltimore, MD
- Circle Michigan Sales Blitz, TBD
- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Association Management Company (AMC) Institute Annual Meeting, Orlando, FL
- ConferenceDirect APM, TBD
- Customer Webinar, Virtual
- Cvent Connect, Las Vegas, NV
- Meetings Michigan Expo, Detroit MI
- Meeting Professionals International (MPI) World Education Congress (WEC), TBD
- Professional Convention Management Association (PCMA) Education Conference, TBD

SERVICES ACTIVITIES

- D-Rover at The Chevrolet Detroit Grand Prix presented by Lear, Belle Isle, MI
- Networking Mixer, Metro Detroit, MI
- Partner Portal Training, Metro Detroit, MI



I JULY

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- Great Lakes USA Annual Meeting, TBD

SALES ACTIVITIES

- Council of Engineering and Scientific Society Executives (CESSE) Annual Meeting, Detroit, MI
- Customer Advisory Board (CAB) Meeting, Virtual
- Diversity Executive Leadership Program (DELP) Reunion, Detroit, MI Virtual/Hybrid, TBD
- Michigan Society of Association Executives (MSAE) OrgPro and Michigan Society of Association Executives (MSAE) Diamond Awards, Kalamazoo, MI

SPORTS ACTIVITIES

- Big Ten Football Media Day, Chicago, IL

I AUGUST

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Educating State Travel Organizations (ESTO), Los Angeles, CA
- Individual Travel Writer Site Visits

SALES ACTIVITIES

- American Society of Association Executives (ASAE) Annual Meeting, Dallas, TX
- American Society of Association Executives (ASAE) DELP Breakfast, Dallas, TX
- Connect Marketplace, Tampa, FL
- Society of Independent Show Organizers (SISO) Leadership Conference, Louisville, KY

SERVICES ACTIVITIES

- Educational Seminar, Metro Detroit, MI
- Recognition of Service Excellence (ROSE) Awards, Metro Detroit, MI

I SEPTEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Circle Michigan Sales Blitz, TBD
- Domestic Tour Operator Familiarization Tour, TBD
- Individual Travel Writer Site Visits
- Travel Industry of America - IPW Marketplace, Las Vegas, NV

SALES ACTIVITIES

- Customer Webinar, Virtual
- Fall Familiarization Tour - National Sales, Detroit, MI
- Family Reunion Seminar, Virtual
- State of Black Tourism, Washington D.C.

SERVICES ACTIVITIES

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

SPORTS ACTIVITIES

- TEAMS Conference, Atlantic City, NJ



OCTOBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Circle Michigan Annual Meeting, TBD
- German Sales Mission, Germany
- Individual Travel Writer Site Visits
- Society of Travel Writers Annual Convention, Milwaukee, WI

SALES ACTIVITIES

- Connect Faith, Round Rock, TX
- Destination Michigan Meetings Solutions, Grand Rapids, MI

SERVICES ACTIVITIES

- Celebrate Services Day, Metro Detroit, MI
- D-Rover at the Detroit Free Press/TCF Bank Marathon Health & Fitness Expo, TCF Center, Detroit, MI
- Networking Mixer, Metro Detroit, MI

NOVEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits
- Michigan Governor's Conference on Tourism, TBD
- National Tour Association Travel Exchange, Cleveland, OH

SALES ACTIVITIES

- Customer Advisory Board (CAB) Meeting, Virtual
- Destination Michigan Showcase, Bath, MI
- IMEX America, Las Vegas, NV
- Meeting Professionals International (MPI) Great Lakes Education Summit (Meetings Michigan), Traverse City, MI
- National Coalition Black Meeting Planners, Cincinnati, OH

SERVICES ACTIVITIES

- Educational Seminar, Metro Detroit, MI
- Partner Portal Training, Metro Detroit, MI

DECEMBER

MARKETING AND PUBLIC RELATIONS ACTIVITIES

- Individual Travel Writer Site Visits

SALES ACTIVITIES

- Holiday Showcase, Chicago, IL

SERVICES ACTIVITIES

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

SPORTS ACTIVITIES

- Colorado Springs Holiday Event, Colorado Springs, CO



HOW TO MAXIMIZE YOUR PARTNERSHIP WITH THE DMCVB*

UTILIZE THE PARTNER PORTAL:

- Respond to leads
- Upload deals and discounts
- Upload events
- Review 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
- ROSE Awards, our regional employee appreciation program
- Networking mixers
- Educational seminars
- Partner Portal training

KEEP US IN THE KNOW:

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

For more information on how to maximize your partnership, contact Angela Jones, partner sales manager at **313-202-1973** or ajones@visitdetroit.com.

To read the DMCVB's 2021 marketing plan, go to visitdetroit.com/membership/marketing-plan/

*Benefits based on partnership levels

GET CONNECTED



#DMCVB2021



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