



PUBLIC RELATIONS 2006 – 2007 ACTION PLAN

OCTOBER 2006

- Tampa Bay Championship PGA golf tournament TV/individual media opportunities and press trip
- German Media Mission with Orlando CVB
- Nature-based press trip (Kayaking/Fishing)
- Clearwater Jazz Holiday TV/individual media opportunities
- Individual Media Calls to major domestic markets

NOVEMBER 2006

- Annual media luncheons in New York, and other markets TBD
- Attend World Travel Market and the British Guild of Travel Writers dinner with special press releases and interview opportunities
- PR Mission to Toronto with FLA USA
- Individual Media Calls to major domestic markets
- Attend Travel Media Showcase trade show

DECEMBER 2006

- Advance publicity for Outback Bowl media/press kits and B-Roll footage
- Bowl Beach Day – Clearwater Beach TV/individual media opportunities
- CVB Individual Media Mission - major market TBD
- Holiday theme Press Group

JANUARY 2007

- PR event in New York with FLA USA
- Florida Huddle trade show in Sarasota
- Post-Huddle Press Group

FEBRUARY 2007

- Travel Media Association of Canada Conference
- PR Mission to Atlanta with FLA USA
- Press luncheon with the Toronto Blue Jays/Philadelphia Phillies
- Multicultural Press Group

MARCH 2007

- ITB Trade Show; attend and participate in joint press conference with Orlando CVB and attractions



- ITB media reception organized by Central European PR office
- Tampa Bay Championship PGA Tour event
- DMAI Development Conference
- Spring Training Domestic press group
- Dr. Beach's Beach Management and Tourism Conference

APRIL 2007

- Grand Prix/Upscale Press Group
- Tampa Bay Blues Festival TV/individual media opportunities
- FLA USA Latin American press group
- Family press trip (for magazine writers)
- PR Mission to TBD Northeast city with FLA USA
- PRSA Travel & Tourism Section Conference

MAY 2007

- National Tourism Week Community Relations opportunities
- German press trip with CVB Central European PR agency
- UK media mission planned with CVB UK PR office
- Tampa, St. Pete/Clearwater domestic press group
- POW WOW trade show in Anaheim
- NATJA Annual Conference and Media Marketplace
- Outdoors/Eco activities Press Group
- CVB Individual Media Mission - Canada
- CVB Individual Media Mission - Florida

JUNE 2007

- SATW Chapter Meeting/Associates Conference
- Family/domestic press group
- See America FLA USA Media Day in London
- PRSA Travel & Tourism Conference
- German media mission with Central European PR agency

JULY 2007

- DMAI Annual Convention
- PR Mission to TBD Midwest city with FLA USA



AUGUST 2007

- FLA USA Governor's Conference on Tourism
- Visit FLA Canadian Media Mission (Toronto, Montreal)

SEPTEMBER 2007

- UK press group
- German promotional program with Central European PR agency
- German press group with MartinAir/Orlando CVB
- SATW Convention