

2015-2016 MCCVB Group Sales
CONTENT CALENDAR

TRADESHOWS		SOCIAL MEDIA (Including Blogs)	DIRECT MARKETING	CLIENT EXPERIENCES FAMs / Pop-ups	PAID MEDIA	PRESS RELEASES	MCC CALENDAR
Quarter One							
July	28-4					DMAI Special Pub. Ad	Corporate & Incentive AD
	5-11	Luxury Meetings					
	12-18	CESSE					
	19-25	Luxury Meetings					
		IAGTO Golf					
	26-1	Smart Meetings					
August	2-8	Luxury Meetings	Theme: Luxury / Incentive				
	9-15	MPI WEC	Team Member: Liz Kara				
	6-22	Luxury Meetings	Testimonial: TEDWomen				
	23-29	ASAE	What's New	InspireWire			
		Incentive Works NTA Contact					
September	30-5	M&C Interact	Theme: Team Building Team Member: Kayce Boettcher			Association News	RENOVATIONS BEGIN
	6-12						MPI Member Directory Ads
	13-19		Testimonial: LinkedIn			California Meetings & Events	Convene Magazine Ad
	20-26		What's New				
	27-3	Luxury Meetings				Associations Now (ASAE)	
Quarter Two							
October	4-10	Luxury Meetings	Theme: F&B				
		China Sales Mission	Team Member: MC			Successful / M+C Ad	
	11-17	FICP	Testimonial: EcoFarm			Meetings Focus Ad	
	18-24	IMEX	What's New:	InspireWire		Smart Meetings Ad	
	25-31	Luxury Meetings					
November	1-7	AMEX	Theme: Golf				Tentative: Lights out at MCC
	8-14	Smart Meetings	Team Member: HM		Client FAM		
	15-21	Luxury Meetings	Testimonial: AgTech				
	22-28	FICP	What's New:				
December	29-5	Smart Meetings	Theme: Social Respons.				
	6-12	Seasonal Spectacular	Team Member: LS				
	13-19	Holiday Showcase	Testimonial: PleinAir				
	20-26		What's New:				
	27-2						

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TRADESHOWS & CLIENT EVENTS		SOCIAL MEDIA (Including Blogs)	DIRECT MARKETING	EXPERIENCES FAMs / POP Ups	PAID MEDIA (CK)	PRESS RELEASES	MCC CALENDAR
8/25/15							
Quarter Three							
January	3-9		Theme: Off Site Activities			California M&E Ad	
	10-16	NTA Travel Exchange	Team Member: MK			Smart Meetings Ad	
	17-23		Testimonial:	InspireWire	Client FAM		
	24-30	PCMA Convening Leaders	What's New:				
February	31-6	AMC Institute	Theme: Sports			M&C Ad	
	7-13	PCMA MACE!	Team Member: DC			PCMA Convene Mag	
	14-20	MPI NCC	Testimonial:		Client FAM	Corporate/Incentive digital	
	21-27	Go West Summit	What's New:			Association digital Successful Meetings Ad	
March	28-5	MPI SSN	Theme: Associations			Meetings Focus MPI Casc.	
	6-12	Experient's Envision	Team Member: SCS			Corporate/Incentive digital	
	13-19	MPI Cascadia	Testimonial:			Association digital	
	20-26	DMAI Destination	What's New:			Paid Search	
	27-2						
Quarter Four							
April	3-9		Theme: Third Party			Corporate & Incentive	
	10-16	Conference Direct	Team Member: SCS			Corporate/Incentive digital	
	17-23	NAJ Active America	Testimonial:	InspireWire		Association News digital	
	24-30	Eventeract	What's New:			Paid Search	
May	1-7	PCMA NCC	Theme: MCC			Destination CA	
	8-14		Team Member: SCS		Client FAM	Incentive Mag	
	15-21		Testimonial:			Corporate/Incentive digital	
	22-28		What's New:			Association News PCMA Convene Mag Paid Search	
June	29-4	Successful Meetings	Theme: International			Smart Meetings	FIRST FLOOR REOPENS
	5-11	AIBTM	Team Member: SCS			Corporate & Incentive Golf	
	12-18	HelmsBriscoe	Testimonial:			Emerging Destinations	
	19-25	Collaborate	What's New:			Paid Search	
	26-2	FICP IPW					