6th ANNUAL INTERNATIONAL MULTICULTURAL & HERITAGE TOURISM SUMMIT & TRADE SHOW
JULY 26-28, 2019

*Subject to Change

FRIDAY, JULY 26

09:00am - 06:00pm  Registration  Pre Function
10:00am – 04:00pm  NABHOOD Trade Show Open  Pre Function

02:00pm - 03:00pm  Committee Meetings
                      Heritage Tourism Committee Meeting  Salon C
                      CVB Committee Meeting  Salon B
                      APEX Awards Committee Meeting  Salon A

04:00pm - 05:00pm  GENERAL SESSION (A)  Grand Ballroom
                      HOSPITALITY & TOURISM EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP
                      Thoughts & perspectives from industry leaders on tourism and why they are exploring the growing Multicultural & Heritage Tourism market, what are they doing to attract the market & what is the impact.
                      Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
                      Panel: Donnie Dawson, Deputy Director Tourism-The Americas, Jamaica Tourism Board
                      Denella Ri’chard, Sr. Dir., Trade Comm. & Engagement, Holland America Line
                      Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
                      Essence Harris-Banks, Executive Dir., New Orleans Multicultural Tourism Network
                      Hon. Zane De Silva J.P., M.P., Minister of Transport & Tourism, Bermuda Government

05:00pm – 05:45pm  Opening General Session  Grand Ballroom
                      MC: Andy Ingraham, Founder/President/CEO, NABHOOD
                      Welcome: Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
                      Greetings: Carole Ann Taylor, Chairwoman, Black Hospitality Initiative of Greater Miami
                      Remarks: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
                      Speaker: Joe Boschuite, Commissioner, U.S. Virgin Islands Dept. of Tourism

NABHOOD Closing Reception

&

The 6th Annual Intl. Multicultural & Heritage Tourism Summit
Opening Reception
7:00pm – 9:30pm
An “Island Vibes” Sunset Tropical Cruise Reception
Sponsors
USVI Department of Tourism / Deleon Tequila / BM&T Magazine / Heineken

Boarding Time: 6:00pm South Beach Lady Yacht at Dock Behind Miami Marriott Biscayne Bay Hotel
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>08:00am - 03:00pm</td>
<td>Registration</td>
<td>Pre Function</td>
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<tr>
<td>08:00am - 09:00am</td>
<td>Continental Breakfast</td>
<td>Grand Ballroom</td>
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<td>Sponsor: PepsiCo / Avendra</td>
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<tr>
<td>09:00am - 09:05am</td>
<td>OPENING REMARKS</td>
<td>Grand Ballroom</td>
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<td></td>
<td>Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Welcome: Goals for the International Multicultural &amp; Heritage Tourism Summit</td>
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<td>09:05am – 09:30am</td>
<td>VISIT FLORIDA UPDATE</td>
<td>Grand Ballroom</td>
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<td>VISIT FLORIDA is the state’s official tourism marketing agency, and</td>
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<td>serves as Florida’s official source for travel planning to visitors across the globe.</td>
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<td>This presentation will provide an overview of best practices for engagement with</td>
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<td>VISIT FLORIDA via the Partnership program and review the strategic approach</td>
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<td>the agency takes to attract visitors from around the world.</td>
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<td>Presenter: Lindsey Norris, Regional Partnership Manager, Visit Florida</td>
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<td>9:35am – 10:00am</td>
<td>BRAND USA UPDATE</td>
<td>Grand Ballroom</td>
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<td>Brand USA was established by the Travel Promotion Act in 2010 to spearhead the</td>
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<td>nation’s first global marketing effort to promote the United States as a premier travel</td>
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<td>destination and communicate U.S. entry/exit policies and procedures</td>
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<td>Presenter: Mike Fullerton, Director of Public Affairs, Brand USA</td>
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<td>10:05am – 10:45am</td>
<td>MULTICULTURAL &amp; HERITAGE TOURISM INDUSTRY UPDATE</td>
<td>Grand Ballroom</td>
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<td>A comprehensive review on the performance &amp; growth of the</td>
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<td>multicultural &amp; heritage tourism industry looking at all the data and</td>
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<td>why we need to have a new study done.</td>
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<td>Presenters: Laura J. Mandala, Managing Director, Mandala Research LLC</td>
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<td>10:45am – 11:00am</td>
<td>Networking Break</td>
<td>Pre Function</td>
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<td>11:00am - 11:50am</td>
<td>GENERAL SESSION</td>
<td>Salon A/B/C</td>
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<td>Session (B)</td>
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<td>HOW TO DEVELOP AN EFFECTIVE MULTICULTURAL TOURISM PROGRAM THAT HELP GROW THE MINORITY BUSINESS COMMUNITY</td>
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<td>Industry practitioners who are developing programs and creating the benefits of Multicultural and Heritage Tourism that is impacting minority business community</td>
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<td>Moderator: Ed Ponder, President, Rednop Management Group - Founder/CEO, MrEdMiami</td>
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<td>Panelist: Ellis Canty, Sr., President, International Longshoremen Local # 1416</td>
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<td>Abraham Metellus, Manager, Little Haiti Cultural Complex</td>
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<td>Essence Harris-Banks, Exec Dir., New Orleans Multicultural Tourism Network</td>
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<td>Janet Johnson, CEO &amp; Executive Director, Bahamas Tourism Development Corp. (TDC)</td>
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<td>Greg DeShields, Exec. Dir. Philadelphia Convention &amp; Visitors Bureau PHL Diversity</td>
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<td>Dr. Dorothy Fields, Historian/ Founder, The Black Archives, History &amp; Research Foundation of South Florida, Inc.</td>
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11:55am - 12:45pm  PLENARY SESSION
Session (C)
REUNION MARKET - HOW TO GROW YOUR BUSINESS & IMPACT THE COMMUNITY
GROUP MARKET – FAMILY & CLASS REUNIONS – CRUISE MARKET
The growing segment of reunions is a huge boost to the tourism market and is a good way for the community to get involved in the tourism economic engine and gain benefits at the same time
Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Panel: Laura J. Mandala, Managing Director, Mandala Research LLC
Petra Brennan, Director of Tourism Business Enhancement Multicultural Tourism & Development, Greater Miami CVB
Cory Abke, National Director, Hotel Sales, So. LA, Los Angeles
Tourism & Convention Board
Lisa Blake, Business Devel. Manager, Affinity & Diversity Group Sales, Holland America Line
Dr. Dorothy Fields, Historian/Founder, The Black Archives, History & Research Foundation of South Florida, Inc.

12:55pm - 02:05pm  MULTICULTURAL TOURISM LUNCHEON
Grand Ballroom

MC: PJ Douglas Sands, Sr. Mgr, Business Development, Horizons International Group
Welcome: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine

EXECUTIVE TOURISM FORUM - A DISCUSSION ON DIVERSITY IN TOURISM AND THE IMPACT TO THE DESTINATION
The New Chairman of US Travel will give us an update on where the industry and organization is heading and what changes we can expect and Industry executives will share their insight on growth of the domestic and international tourism market and what impact diversity is playing on changing the community & how to access the opportunities.

Moderator:
Andy Ingraham, Founder/President/CEO, NABHOOD

Presenters:
Elliott Ferguson
President/CEO
Destination DC
Chairman, U.S. Travel

Julie Calvert
President/CEO
Cincinnati USA CVB

Bill Talbert
President/CEO
Greater Miami CVB
The LGBTQ U.S. Travel Market Value $63 Billion

Learn how to successfully capture this market

Data reveals the LGBTQ Travel Market is robust, diverse and growing. This includes spending on domestic leisure and meetings travel: accommodation, dining, sightseeing and other tourism expenditure. It is important travel industry suppliers understand the strong value of this segment, to make sure their products and services are well-tailored to meet the specific needs of this market. During this session you will learn:

- The LGBTQ Market and Travel Spend
- Key Desired LGBTQ Destinations and Travel Preference
- LGBTQ Leisure, Meeting and Convention Segments
- Case Study PHLCBV PHL Diversity LGBTQ Meetings & Conventions Success
- LGBTQ Resources

Presenter: Greg DeShields, Exec. Dir. Philadelphia Convention & Visitors Bureau PHL Diversity

AN ARM CHAIR DISCUSSION

Gloria Herbert, Associate Publisher, Black Meetings & Tourism Magazine
&
Dr. Dennis Rogers, VP Research & Special Projects, Black Meetings & Tourism Magazine

POSITIONING Your Destination To Generate More Tourism Revenue
by
Promoting the 400 YEAR HERITAGE of Africans in America

- Understanding – Public Law 115 – 102
- Connecting to – The Federal Commemoration Commission
- Securing Grand Funding for Your Destination

Miami’s Multicultural & Heritage Tour  (Must be pre-registered)  Front of Hotel

Sponsor: Greater Miami CVB Multicultural Tourism & Development Dept.
Hosted by: Greater Miami CVB Multicultural Tourism & Development Dept.
Sandra Carey, International Multicultural & Heritage Tourism Network
Tour Led by: Dr. Paul George, History Miami

Greater Miami CVB Multicultural Tourism & Development Department will host the Heritage Tour to showcase the rich cultural tapestry of Miami’s ethnic communities including Historic Overtown and Little Havana. Stops will include the newly opened Dunns Josephine Hotel and Copper Door B&B, both new boutique hotel showcasing Harlem Renaissance and Black Miami Legends.
(Pick up at front entrance of the Miami Marriott Biscayne Bay Hotel)
06:30pm – 07:30pm  Reception
07:30pm – 09:30pm  MULTICULTURAL TOURISM APEX AWARDS DINNER  Grand Ballroom
Sponsor:  Black Meetings & Tourism Magazine & NABHOOD
MC:  PJ Douglas Sands, Sr. Mgr, Business Development, Horizons International Group
Welcome:  Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
Greetings:  Gregory DeShields, PHLDiversity Executive Director, PHL Diversity Philadelphia Multicultural Affairs Congress
Introduction:  Andy Ingraham, Founder/President/CEO, NABHOOD

Speaker

Raoul Thomas, Founder & CEO, CGI Merchant Group
Owner, The Gabriel Miami Curio Collection by Hilton

Presentation:
Student Scholarship Award

Chapman Foundation
Sheen Magazine / Chapman Foundation will award three outstanding Students, a scholarship each to support their educational expenses

Presentation:
APEX Awards for Distinguished Service
“A Tribute and Celebration of Individuals Who Have Made Significant Contributions in Their Fields of Endeavor & Have Positively Impacted Travel & Tourism Thereby Making A Difference in The Development of Inclusion & Diversity in Multicultural & Heritage Tourism”

SUNDAY, JULY 28
09:00am – 11:00am  Continental Breakfast  Hibiscus Island
SAVE THE DATE
JULY 24-26, 2020