

NEWPORT NEWS TOURISM

2018- 2019 Marketing Activities Calendar

Cheryl **Cindy** **Andrea** **Janie** **Bree** **Lisa** **Becky** **Barb**

Status:
Completed
Not Completed
On Hold - \$\$
Cancelled - \$\$
Not Attending - \$\$
Moved to <i>_(month)_</i>
In Progress
Ongoing

<u>Date(s)</u>	<u>Activity</u>	<u>Staff</u>	<u>Status</u>
<u>July 2018</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1	Demo and Blitz set-up at New Church Welcome Center	Andrea	Completed
7	Hilton 100 th Celebration	Cheryl	Completed
31	Demo and dismantle blitz at New Church Welcome Center	Andrea	Completed
23-26	TACMissileer Assoc. Site Tour	Cheryl	Completed
Annually	Events updated for VTC 2019 Travel Guide	Becky	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly
30	Produce and deploy eblast(s)	Bree	Completed
<u>August 2018</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1-30	Direct and implement website redesign	Bree	Completed
9	Fort Eustis Annual Block Party	Andrea	Completed
14	1200 Visitor Guides to Hampton U. Freshmen	Andrea	Completed
23-29	SYTA Conference - Baltimore	Barb	Completed
23	CNU freshmen orientation	Andrea	Completed
24	Newport News You Can Use Fall Newsletter	Andrea	Completed
29	Plan Fall FAM	Janie	Done
29	Plan Fall Customer Service Training	Janie	Done
30	Produce and deploy eblast(s)	Bree	Completed

As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly

September 2018

1	Labor Day weekend Demo at E. Coast Gateway WC	Andrea	Completed
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
6-30	VTC Marketing Leverage Grant proposal for Toast the Coast	Bree	Completed
22-26	Small Market Meeting Conference	Cheryl	Completed
25	Coupon Book Participation Mailer Out	Cheryl	No Mailer/E-blast
25	Restaurant Week Participation Mailer Out	Cheryl	No Mailer
18	Set up NN Ambassador Schedule & get approval	Janie	
25	VSAE Expo Mailer out	Cheryl	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly
30	Produce and deploy eblast(s)	Bree	Completed

October 2018

1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1-17	VTC Marketing Leverage Grant submission for Toast the Coast	Bree	Completed
3-4	VSAE Expo	Cheryl	Completed
5	Demo - Fall Festival at E. Coast Gateway Welcome Center, New Kent	Andrea	Completed
6,7	Fall Festival	Andrea/VC staff	Completed
10	Get NTTW Lunch date on Mayor's & City Manager's calendar	Janie	
11	Fall Customer Service Training	Janie	
TBD	Fall Mailing to Tour Operators	Barb	Completed
13	Reunion Planning Seminar	Andrea	Completed
14	ARRRtoberfest at Mariners' Museum	Andrea	Completed
17	Fall FAM Tour	Janie	

20	Secure 2018 NTTW Lunch location	Janie	
20	Canon Fall Festival	Andrea	Completed
19-20	CNU Family Weekend (visitor guides in each parent's packet)	Andrea	Completed
25	Follow-up to SYTA (at their request I am waiting)	Barb	Completed
25	NNTV Taping / 25 Nights of Northern Lights & VWM's new exhibits	Cheryl	Completed
30	Produce and deploy eblast(s)	Bree	Completed
31	Halloween NN Hotel Sales Calls	Cheryl/Barb	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly

November 2018

1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1	Meeting Planner/Military Reunion Planner E-blast re: Holiday Inn Award	Cheryl	Completed
8	Start CIL Coupon Program (not consigning tickets)	Janie	
11	Veteran's Day social media tribute	Cheryl	Completed
13	Newport News You Can Use Holiday Happenings Newsletter Mailed	Andrea	Completed
15	Holiday Event Marketing (FB, IG, Twitter, blogs, contests)	Bree	Completed
17	2018 Coupon Book Available at VC	Cheryl	Completed
19	Thankful for your Business Gift to top 10 NN Accounts	Cheryl	Completed
19	Thankful for your support – NN Attraction Sales Calls	Cheryl/Barb	Completed
21	Demo-Thanksgiving at E. Coast Gateway Welcome Center, New Kent	Andrea	
29	Tidewater/Southside Holiday Sales Mission	Andrea	
30	Demo for Northern Lights & CIL E. Coast Gateway, New Kent	Andrea	
30	Produce and deploy eblast(s)	Bree	Completed
28-Dec 2	AAA HLHR FAM	Barb	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed

Quarterly	Calendar Updating	Becky	Done quarterly
<u>December 2018</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1-23	Holiday Event Marketing (FB, IG, Twitter, blogs, contests)	Bree	Completed
1-30	Create new Restaurant Week website	Bree	Completed
1	Opening of 25 Nights of Northern Lights		
2	14th Annual Hollydazzle		
15	Holiday E-Card out to clients	Cheryl	Completed
17	Postmaster Email to City Employees about NN Ambassador Pass	Janie/ Lisa	
21	Ambassador Pass commercial with NNTV	Cheryl	Completed
28	Newport News You Can Use Winter Newsletter Mailed	Andrea	Completed
30	Produce and deploy eblast(s)	Bree	Completed
30	2018 Coupon Book Complete	Cheryl	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly
<u>January 2019</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
2-29	NN Ambassador Pass Program	Janie	
2-26	NN Restaurant Week Marketing (FB, IG, Twitter, blogs, contests)	Bree	Completed
10	Letter to NN Restaurants for NTTW Participation	Janie	
17-22	AAA Sales Calls and AAA Travel Exp (Columbus, Ohio)	Barb	did not attend
12-26	Restaurant Week	Cheryl	Completed
24	Send out Gregory Cherry Nomination Ballot	Janie	
30	Produce and deploy eblast(s)	Bree	Completed
25-31	ABA Conference and Sales Calls enroute (Louisville)	Barb	Complete
TBD	VRLTA – Day on the Hill	Cheryl	Did not go
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed

Quarterly	Calendar Updating	Becky	Done quarterly
<u>February 2019</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	Completed
1-28	Facebook Likes campaign/contest	Bree	Completed
6	Set up NTTW Prize Packages	Janie	
6	Set Up NTTW FAM & get attractions approved	Janie	
14	Local Sales Call to Richmond after VSAE	Cheryl	Completed
14	Local Corporate Sales Calls (including Ferguson Lunch)	Cheryl	Completed
14	Tidewater/Southside Valentine's Sales Mission	Andrea	Completed
14	Go over NTTW Invite List	ALL	
17-18	Reading AAA Travel Show	Barb	Did not attend
28	Military Reunion Special up and running for MRN	Cheryl	Completed
30	Produce and deploy eblast(s)	Bree	Completed
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	Completed
Quarterly	Calendar Updating	Becky	Done quarterly
<u>March 2019</u>			
1	Update websites/share end of month analytics	Bree	Completed
1	Produce and promote 1-2 blogs	Bree	
1, 2	One City Marathon Wellness Expo	Andrea	
4	One City Marathon	NNTDO Staff	
3	One City Marathon "Show your Bib" Promotion	Cheryl	Completed
15	Sales calls to area receptive offices & Hotels	Barb	In Process
18-20	HelmsBriscoe FAM	Cheryl	
19	Newport News You Can Use Spring Newsletter Mailed	Andrea	
18-20	VA Visitor Center Seminar	Andrea	
26-27	Northern Virginia Sales Mission	Andrea	
25	Clean up STR Hotels listed on their report	Cheryl	
29	Demo – Skippers Welcome Center/Southern Va Sales Mission	Andrea	
30	Produce and deploy eblast(s)	Bree	

As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	In Process
Quarterly	Calendar Updating	Becky	Done quarterly

April 2019

1	Update websites/share end of month analytics	Bree	
1	Produce and promote 1-2 blogs	Bree	
10-11	Blue Ridge Sales Mission	Andrea	
1-5	HI-Lite Sales Mission + Tour Operator Calls	Barb	preparing
30	Produce and deploy eblast(s)	Bree	
TBD	Customer Service Training – Hampton Convention Center	Janie	
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	
Quarterly	Calendar Updating	Becky	Done quarterly

May 2019

1	Update websites/share end of month analytics	Bree	
1	Produce and promote 1-2 blogs	Bree	
1-30	New Bike Trail Promotion (FB, IG, Twitter, blog)	Bree	
1	Blitz set up at E.Coast Gateway Welcome Center	Andrea	
4	Children’s Festival of Friends	Andrea	
6-12	2017 National Travel & Tourism Week	JT/ALL	
5-7	VSAE Annual Conference:	Cheryl	
10	Thank the Visitor Day at Norfolk Airport & East Coast Gateway WC	Andrea/Dia	
8	NTTW FAM	Janie	
9	NTTW Luncheon	Janie	
23	Local Sales Calls (Meeting Planners & Corporations)	Cheryl	
24	Memorial Day e-blast to Military Reunion Planners	Cheryl	
24	Demo at E.Coast Gateway Welcome Center	Andrea	
30	Produce and deploy eblast(s)	Bree	
TBD	Thank you notes for NTTW Sponsors	Dia	
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	
Quarterly	Calendar Updating	Becky	Done quarterly
31	Demo and Blitz Dismantle at E.Coast Gateway Welcome Center	Andrea	

June 2019

1	Update websites/share end of month analytics	Bree	
1	Produce and promote 1-2 blogs	Bree	
1-30	3 Barrels 3 Cities, Toast the Coast Promotion (grant implementation)	Bree	
1	King-Lincoln Park Day	Andrea	
2	Blitz set up at Fredericksburg I-95 Welcome Center	Andrea	
8	Summer Celebration Wine Festival at Lee Hall Mansion	Andrea	
23-25	MRN Summit	Cheryl	
24-27	Tour and Travel Sales Mission to PA/NJ/MD	Barb	In Process
25	NNVC Gift Shop Inventory	Janie	
30	Produce and deploy eblast(s)	Bree	
As needed	Send VTC updated photos of Newport News	Becky	When Available
Wkly	Media Releases	Becky	
Quarterly	Calendar Updating	Becky	Done quarterly
30	Demo and Blitz Dismantle at Fredericksburg I-95 Welcome Center	Andrea	

***Please note that this calendar does not include daily Facebook, Instagram, Twitter or Pinterest promotion that will occur.**