



**PME EDITORIAL CALENDAR
FY 2023 / 2024**

PITCH MONTH	STORY IDEA	DESCRIPTION	CONTENT SUBMISSION EMAIL	CONTENT CLOSE
September	Countdown to IMEX	What California's top destinations have to offer at the industry's largest marketplace - Oct. 17-19 in Las Vegas	September 6	September 13
October	Sustainability Sourced	How California leads the industry in intentional sustainability practices to offset the environmental impact of group business, including lower carbon emissions, waste reductions, energy conservation and utilizing locally sourced products, not to mention many LEED-certified convention centers	October 4	October 11
November	Visit Native California	Outlining meaningful ways that meeting and event attendees can experience California's rich indigenous culture by partnering with CA's 100+ Federally recognized tribes through cultural experiences, land acknowledgements and more	October 4	October 11
December	What's New for 2024	A look-ahead of the many hotel openings, facility upgrades and other new sites debuting in California's PME space for new year as well as a rundown of the largest professional meetings and events choosing to call California home in 2024	November 1	November 8
January	Prioritizing Inclusivity through Meetings	How the most diverse state in America rolls out the welcome mat for meetings and conventions with attendees from around the world	November 29	December 6
February	Off-Site & Off the Vine	Highlighting California's diverse vineyards and taprooms which double as group gathering spaces	January 3	January 10
March	Global Meetings Industry Day (April 11)	Spotlighting the economic impact of Golden State meetings and events, underlining the number of jobs created and local economic impacts	March 6	March 13

April	Bayside Bleisure	Ahead of summer travel season, how professional meetings and events coincide with family travel in perfect harmony in California	March 6	March 13
May	Health & Wellness	Creative ways California destinations are prioritizing health and wellness initiatives in their events to rejuvenate attendees (local farm sourcing, outdoor yoga, breathing exercises, etc.)	April 3	April 10
June	There's A Club for That	How California became home to annual gatherings for hobbyists galore, from the San Diego Comic-Con to the Sacramento Scrapbook Expo	May 1	May 8
TBD	Coastal Conventions	The best California oceanfront meeting and convention facilities for your next gathering, from charming Carmel-by-the-Sea to state-of-the-art spots in San Francisco		
TBD	Teambuilders for Sunseekers	Ways for groups to get out and enjoy California's near endless sunshine, from group hikes in national parks to "board" meetings over surfboard lessons		