



**PME EDITORIAL CALENDAR  
FY 2023 / 2024**

| <b>PITCH MONTH</b> | <b>STORY IDEA</b>                         | <b>DESCRIPTION</b>  | <b>CONTENT SUBMISSION EMAIL</b> | <b>CONTENT CLOSE</b> |
|--------------------|---|---|---------------------------------|----------------------|
| 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             |

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|-------|-----------------------------|---|---------|----------|
| 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  |         |          |