



## Media Events & International Missions

Visit California is committed to offering the best and most productive events for media, trade representatives and our partners as part of its ongoing media events and missions program. These events take place in priority domestic and international markets.

Visit California's events are extremely popular, and only the highest tier of media and trade is invited to each event. Since partner interest frequently outweighs availability, Visit California curates the delegation to ensure that there will be a robust networking experience for all attendees.

As outlined below, several criteria are taken into consideration during this process, including the strength of each partner's story ideas and regional representation.

For questions about the registration timeline or curation criteria, reach out to Public Relations Manager [Kristen Bonilla](#) for media events, and Manager of International Marketing [Vanessa Rodriguez](#) for missions.

### Registration Timeline

What	When
Save the date for event registration	At least one week before registration
Registration opens	At least three months before event
Registration (partners submit request to attend)	72-hour window
Partners notified of status (attending or waitlist)	48 hours after request to attend window closes

### Attendee Curation Criteria

Newsworthiness of story ideas/product updates	New products, major developments, big ideas, milestone anniversaries, etc.
Alignment with pillars	Focused messaging on one or more of the following: culinary, entertainment/culture, outdoor, luxury, family
Regional representation	A distribution of northern/southern California, rural/gateway, small/large cities, etc. Agencies that can represent multiple destinations are encouraged to register
Attendee type	Balance between DMO/CVB and tourism-related businesses or attractions
Past attendance	Past event attendance is tracked to ensure that partners throughout the state have an opportunity to engage with media and trade in different markets