

## 2024EDITORIAL CALENDAR

MONTH	SCHEDULED FEATURES		DESTINATIONS
JANUARY Ad Close: December 1 Material Deadline: December 8	<ul> <li>Culinary Meeting Adventures</li> <li>Vendor Oversight Tips</li> <li>Crisis Management Planning</li> </ul>	<ul> <li>Fiscally-Sound Budgeting</li> <li>Overcoming Airlift Challenges</li> <li>How Meetings Lead to Corporate Growth</li> </ul>	= Las Vegas/Reno = Florida = Arizona = Texas = Boston/New England
FEBRUARY AD CLOSE: JANUARY 5 MATERIAL DEADLINE: JANUARY 12	<ul> <li>Offsetting Inflation in Meeting Costs</li> <li>Meetings &amp; Incentives at Sea</li> <li>Golf &amp; Spa Luxury Resorts</li> </ul>	<ul> <li>New &amp; Renovated Hotels &amp; Resorts</li> <li>Making DEI a Top Priority</li> <li>Overcoming Staffing Shortages</li> </ul>	= Colorado = Atlantic City = New Orleans/Louisiana = Caribbean/Bahamas = Milwaukee/Wisconsin
MARCH Ad Close: February 2 Material Deadline: February 9	<ul> <li>Gaming Resorts</li> <li>Are Hybrid Meetings Dying?</li> <li>Productive Meetings Tech</li> </ul>	<ul> <li>Premiere Entertainment</li> <li>Ensure Contracting What's Promised</li> </ul>	= Orlando = Canada = Pennsylvania = California = New York = Tennessee
APRIL Ad Close: March 1 Material deadline: March 8	<ul> <li>Innovative Meeting Destinations</li> <li>Legal Considerations Staging Meetings</li> <li>Unique Corporate Incentives</li> </ul>	<ul> <li>Cyber Safety &amp; Security</li> <li>Thinking of Leaving the Meetings Industry?</li> </ul>	= Arizona = Miami = Mexico = Texas = The Carolinas = Pacific Northwest
MAY Ad Close: April 5 Material Deadline: April 12	<ul> <li>Providing Solid Meetings ROI</li> <li>CVB Update</li> <li>Ethics, Trust &amp; Transparency</li> </ul>	<ul> <li>Mountain Meetings</li> <li>Planning for an Unexpected Crisis</li> </ul>	<ul> <li>Las Vegas/Reno</li> <li>Ohio = Hawaii</li> <li>Southern Destinations</li> <li>Chicago/Illinois</li> </ul>
<b>JUNE</b> Ad Close: <b>May 3</b> Material deadline: <b>May 10</b>	<ul> <li>Cruise Meetings &amp; Incentives</li> <li>Speed up RFP Completion Time</li> <li>ADA-Compliant Meetings</li> </ul>	<ul> <li>Inspiring Keynote Speakers</li> <li>Multilingual Considerations</li> </ul>	= Colorado = Florida = Arizona = New Orleans/Louisiana = Maryland
JULY Ad Close: June 3 Material deadline: June 10	<ul> <li>Engaging Events</li> <li>Health &amp; Wellness Trends</li> <li>Intergenerational Planning Considerations</li> </ul>	<ul> <li>Factoring in Sustainablity</li> <li>Making Changes After You Sign the RFP</li> </ul>	<ul> <li>Texas = Atlantic City</li> <li>California</li> <li>Washington, DC</li> <li>Caribbean/Bahamas</li> <li>Boston/New England</li> </ul>
AUGUST AD CLOSE: JULY 3 MATERIAL DEADLINE: JULY 10	<ul> <li>Looking Out For Hidden Charges</li> <li>Tips for Contract Negotiations</li> <li>Theme Park Meetings</li> <li>The Dark Side of Al</li> </ul>	<ul> <li>Gaming Resorts</li> <li>30th Annual Greens of Distinction Awards*</li> </ul>	= New Orleans/Louisiana = Europe = Orlando = Virginia = Wisconsin
SEPTEMBER AD CLOSE: AUGUST 2 MATERIAL DEADLINE: AUGUST 9	<ul> <li>Cruise Meetings &amp; Incentives</li> <li>Transparency &amp; Trust When Teambuilding</li> </ul>	<ul> <li>Catering to Smaller Meetings</li> <li>IMEX America 2024 Preview*</li> </ul>	= Las Vegas/Reno = Arizona = Colorado = Florida = New York
OCTOBER AD CLOSE: SEPTEMBER 3 MATERIAL DEADLINE: SEPTEMBER 10	<ul> <li>Hotel Brands Update</li> <li>Golf &amp; Spa Resorts</li> <li>Exceptional Events Under Budget</li> </ul>	<ul> <li>New &amp; Renovated Hotels &amp; Resorts</li> <li>Getting Attendees' Feedback</li> </ul>	= Pennsylvania = Georgia = Texas = Atlantic City = Southwest Destinations
NOVEMBER AD CLOSE: OCTOBER 3 MATERIAL DEADLINE: OCTOBER 10	<ul> <li>Destination Choice is Key for Success</li> <li>Plan for Any Contingency</li> <li>Impactful A/V</li> </ul>	<ul> <li>Meeting Planner Nightmares</li> <li>40th Annual Awards of Excellence*</li> </ul>	= Mexico = Pacific Northwest = Orlando = Canada = New England
DECEMBER Ad Close: November 1 Material deadline: November 8	<ul> <li>State of the Industry 2025</li> <li>Educational Opportunities</li> <li>Hybrid Meetings Update</li> </ul>	<ul> <li>The Latest on Global Destinations</li> <li>What is Your Plan 'B'?</li> </ul>	= Caribbean/Bahamas = California = Colorado = New Orleans/Louisiana = Arizona

\*Matching Edit