








# 2020 EDITORIAL CALENDAR

MONTH	INTEGRATED • PRINT • DIGITAL OFFERINGS					ACCELERATORS (WEBINARS)	SMART MEETINGS EXPERIENCES (EVENTS)
	DATES	THEMES	DIGITAL EXTENSIONS	DESTINATIONS	LEAD GEN ADVERTORIALS AD STUDIES		
JANUARY	 <p><b>Ad Close Date:</b> 11/20/2019 <b>Ad Materials Due:</b> 11/27/2019 <b>Destination Close Date:</b> 11/20/2019</p>	<p><b>Industry Forecast:</b> Meetings experts look into their crystal balls to call out the trends that will shape the year from tech and F&amp;B to security and the economy. This is a must-read. <b>Elevated Meetings:</b> Explore the benefits of taking the conversation to a higher level by choosing a mountain destination.</p>	Planner Resolutions	<ul style="list-style-type: none"> <li>Arkansas/ Oklahoma</li> <li>Big Island/ Maui</li> <li>Connecticut/ Rhode Island,</li> <li>Greater Dallas/ Fort Worth</li> <li>Australia</li> <li>California</li> </ul>	<p>Sports Venues* <i>New and Renovated**</i> Ad Study***</p>	2020 Hospitality Trends	<p><b>San Francisco</b> Hyatt Regency San Francisco Airport January 31</p>
FEBRUARY	 <p><b>Ad Close Date:</b> 12/20/2019 <b>Ad Materials Due:</b> 12/27/2020 <b>Destination Close Date:</b> 12/20/2019</p>	<p><b>Inclusion:</b> Best practices for allowing all attendees to feel welcome. <b>Health and Wellness:</b> Tips for keeping yourself and your guests at peak performance.</p>	Wellness Survey	<ul style="list-style-type: none"> <li>Atlantic City</li> <li>New Mexico</li> <li>Oregon</li> <li>Reno/ Tahoe</li> <li>Virginia</li> <li>Bahamas/Caribbean</li> <li>Midwest</li> </ul>	<p>Health &amp; Wellness* <i>Luxury Hotels &amp; Resorts**</i></p>	Healthy Meeting/ Healthy You	<p><b>Los Angeles</b> The LINE Los Angeles February 27</p>
MARCH	 <p><b>Ad Close Date:</b> 1/21/2020 <b>Ad Materials Due:</b> 1/28/2020 <b>Destination Close Date:</b> 1/21/2020</p>	<p><b>Smart Women in Meetings Awards:</b> This much-anticipated issue profiles the women who inspire us. <b>Experiential Trends:</b> How CVBs and hotels creatively partner with planners to make team building meaningful. <b>Wine Country Meetings:</b> Almost every state is now home to award-winning wine regions. We'll explore how to bring that intoxicating creativity into the meeting.</p>	Top 10 International Meeting Cities	<ul style="list-style-type: none"> <li>Greater Houston/ Galveston</li> <li>Las Vegas</li> <li>Miami/ Fort Lauderdale/ Palm Beach</li> <li>Minnesota/ Wisconsin</li> <li>North Carolina</li> <li>Long Island/ Westchester</li> </ul>	<p>Top Team-Building Activities* <i>Convention &amp; Conference Venues**</i></p>	Tricks for Easier Contracts and Negotiations	<p><b>Dallas/Irving</b> The Westin Irving Convention Center at Las Colinas March 26</p>
APRIL	 <p><b>Ad Close Date:</b> 2/20/2020 <b>Ad Materials Due:</b> 2/27/2020 <b>Destination Close Date:</b> 2/20/2020</p>	<p><b>Security Update:</b> New strategies for keeping attendees safe. <b>Meetings at Sea:</b> How to get everyone onboard for a cruise incentive that really motivates.</p>	Security Checklists	<ul style="list-style-type: none"> <li>Arizona</li> <li>Colorado</li> <li>Georgia</li> <li>Greater Los Angeles</li> <li>Louisiana</li> <li>New York State</li> <li>The Dakotas</li> <li>Utah</li> <li>Asia Pacific</li> </ul>	<p>Financial &amp; Insurance Meetings* <i>Beach &amp; Coastal Meetings**</i></p>	Leadership Lessons/ Career Hacks	<p><b>Denver</b> The Ritz-Carlton Denver April 22  <b>Smart Woman Summit</b> The Ritz-Carlton Denver April 23</p>
MAY	 <p><b>Ad Close Date:</b> 3/23/2020 <b>Ad Materials Due:</b> 3/30/2020 <b>Destination Close Date:</b> 3/23/2020</p>	<p><b>Culinary Trends:</b> The latest in F&amp;B from hospitality partners. <b>Gaming Properties &amp; Destinations:</b> How gaming properties deliver better ROI. <b>Geek Events:</b> How to wow engineers.</p>	Event Tech Updates	<ul style="list-style-type: none"> <li>Alabama</li> <li>Austin/ San Antonio</li> <li>Nebraska</li> <li>New England</li> <li>Northeast Florida</li> <li>San Diego</li> <li>Eastern Canada</li> </ul>	<p>Tech Meetings* <i>Golf &amp; Spa Destinations**</i></p>	Event Tech Survival Guide	<p><b>Rancho Mirage, CA</b> May 31-June 2 Omni Rancho Las Palmas Resort &amp; Spa</p>
JUNE	 <p><b>Ad Close Date:</b> 4/20/2020 <b>Ad Materials Due:</b> 4/27/2020 <b>Destination Close Date:</b> 4/20/2020</p>	<p><b>Smart Stars Winners:</b> Readers choice for best property, pool, catering team and more. <b>Hip Hotels:</b> Properties attendees will line up to see. <b>Arena Roundup:</b> A primer for taking the team to sports venues. <b>Island Meetings:</b> How to spend less without sacrificing quality.</p>	Meet the Smart Stars Winners: an interactive guide to the best of the best	<ul style="list-style-type: none"> <li>Illinois</li> <li>Mid-Atlantic</li> <li>NorCal</li> <li>Ohio/ Indiana</li> <li>West Florida</li> <li>Japan</li> <li>Mexico Pacific Coast</li> </ul>	<p>Convention Centers* <i>Meetings on a Budget**</i></p>	Medical Meeting Compliance Guidelines	<p><b>Washington D.C.</b> June 25</p>
JULY	 <p><b>Ad Close Date:</b> 5/22/2020 <b>Ad Materials Due:</b> 5/29/2020 <b>Destination Close Date:</b> 5/22/2020</p>	<p><b>New &amp; Renovated:</b> The hot new properties in top cities. <b>Top Speakers:</b> Keynote strategies to deliver memorable messages.</p>	Incentive Trends Survey	<ul style="list-style-type: none"> <li>Denver/ Boulder/ Colorado Springs</li> <li>Idaho/ Montana/ Wyoming</li> <li>Michigan</li> <li>Orange County, CA</li> <li>South Carolina</li> <li>Maryland</li> </ul>	<p>All-Inclusives* <i>Regional Meetings**</i> Ad Study***</p>	All-Inclusive Meeting Trends	<p><b>New York, NY</b> Etc. Venues, Omni Berkshire Place July 23</p>
AUGUST	 <p><b>Ad Close Date:</b> 6/19/2020 <b>Ad Materials Due:</b> 6/26/2020 <b>Destination Close Date:</b> 6/19/2020</p>	<p><b>Travel Trends:</b> Readers share secrets for a smooth journey. <b>Supplement:</b> IMEX Guide for making the most of the biggest industry meeting of the year. (special distribution at Imex).</p>	Healthcare Meetings Updates*	<ul style="list-style-type: none"> <li>Greater Orlando/ Kissimmee</li> <li>Washington D.C./ Northern Virginia</li> <li>Puerto Rico/ Virgin Islands</li> <li>Hawaii</li> </ul>	<p>Med/Pharma Meetings* <i>Mountain Meetings**</i></p>	Healthcare Meeting Regulations for Planners	<p><b>Florida</b> 3-Day</p>
SEPTEMBER	 <p><b>Ad Close Date:</b> 7/20/2020 <b>Ad Materials Due:</b> 7/27/2020 <b>Destination Close Date:</b> 7/20/2020</p>	<p><b>Planner of the Year:</b> Role models for innovation, dedication and motivation. <b>Executive Retreats:</b> Strategies for VIP experiences. <b>Higher Planner Education:</b> Training for faster career development.</p>	Career Builder Resources	<ul style="list-style-type: none"> <li>Missouri</li> <li>Nevada,</li> <li>Palm Springs</li> <li>Pennsylvania</li> <li>Tucson</li> <li>Western Canada</li> </ul>	<p>Small Meetings &amp; Executive Retreats* <i>Convention &amp; Conference Hotels**</i></p>	Third Party Planner Secrets	
OCTOBER	 <p><b>Ad Close Date:</b> 8/20/2020 <b>Ad Materials Due:</b> 8/27/2020 <b>Destination Close Date:</b> 8/20/2020</p>	<p><b>Airport Meetings:</b> Where to meet on the go. <b>Special Section:</b> Ultimate Destinations, Smart Meetings annual CVB inspiration guide.</p>	CVB Showcase	<ul style="list-style-type: none"> <li>Central California Coast</li> <li>Chicago</li> <li>Louisville/ Lexington</li> <li>New Jersey</li> <li>Tennessee</li> </ul>	<p>Incentive Meetings* <i>Desert Meetings**</i></p>	Finance and Insurance Meetings Demystified	<p><b>California Summit</b> Walnut Creek Marriott October 9</p>
NOVEMBER	 <p><b>Ad Close Date:</b> 9/18/2020 <b>Ad Materials Due:</b> 9/25/2020 <b>Destination Close Date:</b> 9/18/2020</p>	<p><b>Supplier of the Year:</b> Profiles of the partners who inspire planners all year. <b>Holiday Meeting Survival Tips:</b> Trends in galas, fundraisers and awards banquets. <b>2020 Hotel Trends</b></p>	Golf & Spa Resorts	<ul style="list-style-type: none"> <li>Greater New York City</li> <li>Napa/ Sonoma</li> <li>Phoenix/ Scottsdale</li> <li>Southern California</li> <li>Central/ South America</li> <li>Florida</li> </ul>	<p>Golf &amp; Spa Resorts* <i>Gaming Resorts**</i> Ad Study***</p>	Association Meeting Strategies	<p><b>Mid-America</b> Grand Hyatt Nashville November 15-17</p>
DECEMBER	 <p><b>Ad Close Date:</b> 10/20/2020 <b>Ad Materials Due:</b> 10/27/2020 <b>Destination Close Date:</b> 10/20/2020</p>	<p><b>Platinum Choice Awards:</b> Honoring valued supplier partners who provide service above and beyond. <b>Industry Trends:</b> A year's worth of inspiration and analysis.</p>	Citywide Strategies	<ul style="list-style-type: none"> <li>Massachusetts</li> <li>New Orleans</li> <li>Washington State</li> <li>Mexico East Coast</li> </ul>	<p>Citywide &amp; Association Meetings* <i>Platinum Choice**</i></p>	Incentive Meeting Trends from SITE	

\*Lead Gen Survey \*\*Advertorial: Full-page and half-page advertisers receive matching advertorial \*\*\*Ad Study: Added Value 919 v5