PLAY Coastal MISSISSIPPI

EVENTS CALENDAR POLICY & STANDARDS

PURPOSE

Coastal Mississippi Events Calendar is the Mississippi Gulf Coast's central, comprehensive tourism events calendar. Its purpose is to inform and connect visitors with an interest in traveling to our destination. Events considered for publication are based on their broad appeal to promote increased tourism to the Coast with the intent to obtain overnight/extended stays.

- AREA OF COVERAGE
  Events included on the Events Calendar must be within the tri-county region of Coastal Mississippi. This includes the counties of Hancock, Jackson, and Harrison.

- TOURISM VS COMMUNITY EVENT
  A tourism event is distinguished from a community event by its ability to attract a significant percentage of its attendees from greater than the tri-county region. Although community events may be included in the Events Calendar, tourism events will have a prominent promotional display. The determination of this classification for submitted events will be officially designated at the discretion of Coastal Mississippi Calendar Administrator(s).

Coastal Mississippi reserves the right to decline event listings that do not meet the established guidelines expressed within the Events Calendar Policy & Standards and/or conflict with the mission of the Mississippi Gulf Coast Regional Convention & Visitors Bureau. NOTE: The Events Calendar Policy & Standards is subject to change without notice.

OVERVIEW

The priority for the Events Calendar is to announce one-time or special events/programs organized by tourism partner businesses within the communities we serve. Recurring business activities (i.e., Happy Hour, business hours/services, etc.) will not be permitted for inclusion on the Events Calendar. Regularly scheduled events (i.e., First Fridays, flea markets, etc.) are permitted for inclusion.

This interactive, web-based calendar should be utilized as a marketing resource that provides added promotional support for our Tourism Partners, thereby collaborating with their respective marketing efforts.

EVENT SUBMISSION GUIDELINES

Please review the guidelines presented in the Events Calendar Policy & Standards prior to your event submission(s). Adherence to these guidelines is enforced. Any exceptions to these policies may be made at the discretion of Coastal Mississippi Calendar Administrator(s).

- EVENT REQUIREMENTS
  o Must be open to the general public, no "invite only" events.
  o Held within the tri-county region (Hancock, Harrison, and Jackson counties).
  o Must be a special event/program, not recurring business activities. Individual events (i.e., garage sales, individual fundraisers, birthday parties, etc.) or church services are not eligible for inclusion on the Events Calendar.
  o No solicitations will be accepted. Community fundraisers (i.e., Heart Walk, Pink Dress Run, etc.) may be considered based on the size of the appeal at the discretion of Coastal Mississippi Calendar Administrator(s).

EVENT SUBMISSION GUIDELINES CONT.

- **HOW-TO SUBMIT**
  Events must be submitted through the Events Calendar online event submission form or through the Tourism Partner Extranet by the event host(s)/organizer(s). Contact information for the event host(s)/organizer(s) must be included in the submission. Events should not be emailed to Coastal Mississippi staff for inclusion in the Events Calendar.

  - SUBMISSION FORM:
    Forms must be filled out with complete event information. Events with blank entry fields or no description may not be processed for posting. Access the form via the link: https://www.gulfcoast.org/events/submit-your-event/.

  - EXTRANET:
    Coastal Mississippi Extranet is our platform for Tourism Partners where authorized contacts can respond to opportunities/leads, manage their listings, events, and special offers (coupons), and view their listing performance on coastalmississippi.com. To request access to Coastal Mississippi's Tourism Partner Extranet, please email info@coastalmississippi.com.

- **EVENT HOST/ORGANIZER MANAGEMENT & RESPONSIBILITY**

  - SUBMISSION DEADLINES:
    Event submissions must be submitted no less than ten (10) business days before the start of the event to be included in the calendar. Event host(s)/organizer(s) are highly encouraged to submit their events to the calendar as far in advance as possible to allow adequate time for event promotion. Submissions will not appear on the Events Calendar until they are reviewed and approved by designated Coastal Mississippi Calendar Administrator(s).

  - CONTENT & ACCURACY:
    The event host(s)/organizer(s) are responsible for the content and accuracy of their event submission(s).

    Events must include an event title, date and time, location, a complete and thorough description, sponsor and contact information, and a high-quality image. The inclusion of a URL (website or Facebook event) for additional information is encouraged. Only event information that is finalized and ready for public viewing will be considered for publication in the Events Calendar.

  - EVENT UPDATES & CANCELLATIONS:
    Coastal Mississippi Calendar Administrator(s) are not responsible for alerting possible event attendees of event updates or cancellations. Event host(s)/organizer(s) should take proactive steps to alert possible event attendees of updates or cancellations through available channels. Change requests made after submission must be minor in nature; otherwise, the event will be rejected, and resubmission will be requested. Minor updates or cancellation requests from the event host(s)/organizer(s) will be considered and managed in a timely manner (within 24 hours) whenever possible.

- **CALENDAR STYLE**
  Coastal Mississippi Events Calendar Administrator(s) follow Associate Press (AP) Style for calendar titles and descriptions.

  - BEST PRACTICES:
    – Principal words should be capitalized. Do not capitalize words like "a," "and," "in," "of," or "the" unless they are the first word of the event title. Prepositions and conjunctions should not be capitalized if they have four or fewer letters.
    – All caps should never be used.
    – Emojis should never be used.

o BEST PRACTICES CONT:
- Event titles should not include details like the event sponsor. These details should be included in the event description, which appears on the event detail listing.
- Numbers 0-9 should be written out; numbers 10 or higher should use the figure.
- References to dates or numbers should not include "st," "nd," or "rd" as part of the date or number.
- Avoid the format use of bold or italics.
- Use sentence case where the first letter of the first word is capitalized, and all other letters and words that follow are in lowercase, except for proper nouns.
- Proofread for proper grammar (complete sentences) and spelling.
- Select all categories that apply to your event.
- URLs should navigate to the event website or Facebook event for more details.
- Upload a high-quality image to represent your event.
- For multiple event times, indicate "Time varies" and list the event itinerary within the event description.
- For workshops/courses that require registration, only list the start date as the beginning of the class. In the event description, you should indicate the specific dates, such as "this is a 6-week course," etc.
- Verify all event information, such as date, time, location, etc., is confirmed before submission. Any updates on event management are the sole responsibility of the event host(s)/organizer(s) to update via the Extranet if authorized or by emailing info@coastalmississippi.com.

REGULATION & AUTHORITY

- **REVIEW & PUBLISHING**
Event submissions are approved at the sole discretion of the Coastal Mississippi Events Calendar Administrator(s) and are considered on a case-by-case basis. The approval process can take up to three (3) business days with consideration of holidays and/or office closures.

  NOTE: The Coastal Mississippi Marketing Team may edit event listing information without notice for style, consistency, length, and provided image.

  Featured events are selected based on their appeal to a larger visitor audience; therefore, please refrain from contacting Coastal Mississippi Events Calendar Administrator(s) with special requests to feature your event on the Events Calendar.

- **LOSS OF PRIVILEGES**
Anyone submitting information to the Events Calendar who provides false/misleading information or who does not adhere to the aforementioned guidelines may have their submittal privileges terminated and/or future use of the Events Calendar restricted at the discretion of Coastal Mississippi Calendar Administrator(s).

- **DMO ACCOUNTABILITY**
Event submissions are solely the responsibility of the event host(s)/organizer(s) in accordance with adherence to the guidelines presented in the Events Calendar Policy & Standards.

  Coastal Mississippi makes no guarantees, either expressed or implied, concerning the accuracy, completeness, or reliability of the information stored on the Events Calendar. Information provided by Tourism Partners and/or URLs external to the Events Calendar is not under the editorial control of Coastal Mississippi Staff, and such information does not reflect official information or opinions of Coastal Mississippi or its affiliates.

For questions, please contact:
info@coastalmississippi.com