



EVENTS CALENDAR

Policy & Standards

The Coastal Mississippi Events Calendar is the central, comprehensive tourism events calendar designed to inform and connect visitors interested in traveling to our destination. Events should have a broad appeal and potential to promote increased tourism to the Coast with the goal of generating overnight stays. The calendar showcases visitor-friendly events that benefit both the destination and its partners, and by submitting accurate, high-quality information in a timely manner, partners can maximize exposure and help ensure Coastal Mississippi remains an experiential and exciting destination for visitors. Only events taking place in **Hancock, Jackson, and Harrison** counties are eligible for submission.

TOURISM VS COMMUNITY EVENT

- **Tourism Events** are those that attract a significant number of visitors from outside Coastal Mississippi.
- **Community Events** (locally focused) may still be included, but tourism events receive priority placement.
- Classification is at the discretion of Coastal Mississippi's calendar administrators.

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

What Events Qualify for the Calendar?

- ✓ Must be open to the public - no private or by invitation only events
- ✓ Must take place in Hancock, Harrison, or Jackson counties
- ✓ Must be a special event or program such as festivals, concerts, cultural or holiday celebrations, or exhibits
- ✓ Regularly scheduled events like First Fridays or farmers markets are eligible
- ✗ Recurring business promotions like Happy Hour, business hours, etc.
- ✗ Personal events like garage sales, birthday parties, church services
- ✗ Solicitations will not be accepted. Community fundraisers may be considered if they have broad appeal and must be free to enter, require a ticket or registration and attract overnight visitation

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.

How to Submit an Event

There are two (2) easy ways to submit events:

1. Submit your event directly on our website with the **online submission form**: [Submit Your Event](#)
2. Enter and update events through Coastal Mississippi's **Tourism Partner Extranet**. The Partner Extranet allows tourism partners to respond to leads, manage listings, add and manage events and special offers, view listing performance on coastalmississippi.com. To request access to the Partner Extranet, email Aerial Busby at aerial@coastalmississippi.com.

NOTE: Event information sent by email to Coastal Mississippi will NOT be entered on the calendar.

EVENT SUBMISSION *Checklist*

Event submissions must include:

- Event Title
- Event date/time
- Event location
- Full description
- Contact and sponsor information
- High-quality image of event:
 - Must be square, 800 x 800 pixels or larger
 - **Cannot** contain graphics, cannot be a flyer
 - **Cannot** be a logo
- Website or Facebook event link

NOTE: Event submission forms must be filled out completely. Events with blank entry fields may not be approved for posting.

Submission Deadlines & Updates

- Submit your event at least 10 business days before it begins.
- Submissions are reviewed by the Calendar Administrators and may take up to two (2) business days for approval.
- Only finalized event details will be published.
- Organizers are responsible for updating or canceling their event listings if changes occur.
- Minor edits may be made by Coastal Mississippi staff for clarity, grammar, and style.

Calendar Style Guidelines & Regulations

Coastal Mississippi follows Associated Press (AP) style for event listings. Please follow these best practices:

- Capitalize only principal words (not "and," "in," "of," etc. unless they start the title).
- Do not use ALL CAPS, emojis, or bold/italics.
- Spell out numbers zero through nine; use numerals for 10 and above.
- Do not add "st," "nd," or "rd" to dates or numbers.
- Always proofread for spelling and grammar.
- For multiple event times, indicate "Time varies" and list the event itinerary within the event description.
- Verify all event information, such as date, time, location, etc., is confirmed before submitting the event.
- Coastal Mississippi reserves the right to approve, edit, or decline submissions.
- Submitting false or misleading information, or repeatedly violating guidelines, may result in loss of submission privileges.
- Coastal Mississippi is NOT responsible for the accuracy of event information provided by organizers.



For questions, please contact:
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