

2025 PLANNING GUIDE

Stay prepared with our handy guide featuring all the programming, awards, and lists you'll want to explore this year.

January

- 12:** Ex Awards Call for Entries
- 13:** Experiential Marketing Summit Agenda Announcement
- 24:** B-to-B Dream Team Deadline

February

- 16:** Ex Awards Early Deadline
- 23:** Ex Awards Late Deadline
- 26:** B-to-B Dream Team Announced

March

- 11:** Ex Awards Finalists Announced
- 19:** It List Call for Entries
- 19:** Fab 50 Call for Entries
- 19:** Best Places to Work Call for Entries
(ALL-NEW!)

April

- 14-16:** Experiential Marketing Summit
- 14:** Ex Awards Winners Announced
- 20:** It List Call for Entries Deadline
- 20:** Fab 50 Call for Entries Deadline
- 20:** Best Places to Work Call for Entries Deadline

June

- 20:** Mid-Year Industry Analyst Briefing + Experiential Intelligence Report (Subscribers Only)
- 26:** Summer Issue of Event Marketer Magazine Drops (Featuring: It List, Fab 50, Best Places to Work, Ex Awards Coverage)

July

- 1:** Experience Design Awards Call for Entries

September

- 1:** Superbook Open for Submissions
- 23:** Superbook Submissions Deadline

October

- 5:** Experience Design Awards Early Deadline
- 12:** Experience Design Awards Late Deadline
- 28:** Fall Issue of Event Marketer Magazine Drops (Featuring: Sports Activation Pros, Women in Events, Forecasts & Trends)

November

- 18:** Experience Design Awards Winners Announced

December

- Early December:** Experiential in Color: Meet the Mentors & Mentees
- 16:** Mid-Year Analyst Briefing (Subscribers Only)



Learn more at eventmarketer.com

Schedule subject to change.