


# Best Practices: Creating your California Restaurant Month program

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This January, California destinations across the state are invited to participate in 2018 California Restaurant Month (CRM), the Golden State's premier annual event showcasing iconic culinary culture across the state.

With registration for 2018 California Restaurant Month now open, a series of webinars and a custom toolkit offer participants ideas and best practices for how to create the perfect CRM experience.

In advance of CRM, Visit California will host a series of best practices webinars for participating destinations. Each will focus on a different aspect of creating the right program for individual destinations:

- The first, scheduled for Sept. 20, will focus on developing a restaurant month program that is authentic and shareworthy.
- On Oct. 26, the second in the series will cover marketing and PR best practices.
- The final webinar on Dec. 7 will be dedicated to CRM promotional opportunities for local DMOs.

Destinations can also [download a program toolkit](#) with tips on how to develop compelling programming and recruit partners. Destinations can register for 2018 California Restaurant Month [here](#) now through Oct. 17, 2017.

tags : California, dining, culture, culinary, CRM, food