

Happiness is:  
The **Perfect Climate**  
for **Productivity.**

**UPCOMING CONVENTION ATTENDANCE PROFILE**



**Monday, March 13 – Wednesday, March 15, 2023**

**Anticipated Attendance: 1,700-1,800**

**Group & Attendee Description**

Hosted by Social Media Examiner®, Social Media Marketing World is the world’s largest social media marketing resource and helps millions of marketers discover how to best use social media to connect with customers, drive traffic, generate awareness, and increase sales. Attendees are the world’s smartest marketers and influencers, and they will gain actionable tips and strategy advice—live and in-person—from the best of the best in social strategy, organic social marketing, content marketing, and paid social.

**Room Block**

Day/Date	Guestroom Block
Sunday, March 12	300
Monday, March 13	500
Tuesday, March 14	500
Wednesday, March 15	300

Hotel
Manchester Grand Hyatt

## Schedule of Events

Date	Mon., 3/13	Tues., 3/14	Wed., 3/15
Approximate Attendance	1,700-1,800	1,700-1,800	1,700-1,800
Convention Center Activity & Meals	<p>Sponsor Booths and Lounges Open</p> <p>Food available for purchase</p> <p>12:00pm-5:30pm Workshops</p>	<p>8:00am-9:15am Keynote Speaker</p> <p>9:45am-11:45am Sessions</p> <p>Food available for purchase</p> <p>12:15pm-4:45pm Sessions</p> <p>5:00pm-6:30pm Keynote Speaker</p>	<p>8:30am-9:30am Keynote Speaker</p> <p>10:00am-12:00pm Sessions</p> <p>Food available for purchase</p> <p>1:30pm-4:45pm Sessions</p> <p>5:00pm-6:15pm Keynote Speaker</p>
Attendee Open Meals	<p>All meals on own</p> <p>(Food will be available for purchase at the convention center)</p>	<p>All meals on own</p> <p>(Food will be available for purchase at the convention center)</p>	<p>All meals on own</p> <p>(Food will be available for purchase at the convention center)</p>

### Off-Site Scheduled Events

None scheduled.

### Shuttle Information

No shuttle provided.

### Contact Information

- Kim Borneman, National Sales Director, SDTA
- Jacqueline Scott, Senior Director Client Services, SDTA