

September 2018

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|--|--|--|------------------------------|--|---------------------------------------|
| | | | | | | 1 |
| 2 Venice International Film Festival → | 3 Labor Day 156M <small>Tweet impressions*</small> | 4 | 5 TechCrunch Disrupt → | 6 New York Fashion Week → | 7 Literacy Day Stand Up to Cancer Day | 8 |
| 9 | 10 | 11 Talk like a Pirate Day | 12 Mobile World Congress Americas → | 13 | 14 London Fashion Week → Singapore F1 GP → | 15 Hispanic Heritage Month → |
| 16 | 17 | 18 United Nations General Assembly → | 19 Milan Fashion Week → IAA 2018 | 20 PGA Tour Championship | 21 Peace Day | 22 First day of Fall Hobbit Day |
| 23 | 24 | 25 Paris Fashion Week → DreamForce → | 26 | 27 | 28 | 29 International Coffee Day |
| 30 WWE Hell in a Cell → International Podcast Day | | | | | | |

EVENT LENGTHS

| | | | | | |
|---|----------|--------------------------------|------------|---------------------------------|-----------|
| Primetime Emmy Awards | TBD | London Fashion Week | 9/14-9/18 | IAA 2018 | 9/19-9/23 |
| PAX West | TBD | New York Fashion Week | 9/6-9/14 | DreamForce | 9/25-9/28 |
| Miss America Competition | TBD | Milan Fashion Week | 9/19-9/25 | Latin American Music Awards | TBD |
| Universal Studios Orlando Halloween Horror Nights | TBD | Paris Fashion Week | 9/25-10/3 | United Nations General Assembly | 9/18-9/30 |
| iHeartRadio Music Festival | TBD | Global Citizen Festival | TBD | | |
| Venice International Film Festival | 9/2-9/12 | NFL Opening Weekend | TBD | | |
| | | Singapore F1 GP | 9/14-9/16 | | |
| | | Hispanic Heritage Month | 9/15-10/15 | | |
| | | Mobile World Congress Americas | 9/12-9/14 | | |

● Entertainment ● Sports ● Holidays ● Other

*Tweet impressions based on 2017 internal data