



@WeAreLevyCC

Prepare to treat your senses and taste buds with @WeAreLevyCC.

Your go-to destination for culinary adventures, sneak peeks into exclusive events, and heartfelt stories from the dedicated individuals driving Levy's Convention Center.

<b>ACCOUNT OBJECTIVES</b>	<ul style="list-style-type: none"> <li>● Showcase the Levy difference through our robust food and beverage story</li> <li>● Shine a spotlight on our incredible team members' remarkable stories and accomplishments</li> </ul>
<b>CONTENT PILLARS</b>	<ul style="list-style-type: none"> <li>● Outstanding food and beverage</li> <li>● Major public events and occasions</li> <li>● Heart + Hustle stories of our team members</li> <li>● Holidays, celebrations, and observances</li> </ul>
<b>POSTING CADENCE</b>	<ul style="list-style-type: none"> <li>● Once per week</li> </ul>

We want to hear from *You!*

To submit your photos, video + content ideas

[CLICK HERE](#)



THE BEST PEOPLE.  
THE BEST FOOD.  
THE BEST EVERYTHING.



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# MARCH 2024 - STRATEGY

## Week 1: Launch Announcement.

- Share highlights of upcoming events and encourage followers to engage.

## Week 2: Share Behind-the-Scenes Photos and Videos.

- Showcasing the hard work of employees and the preparations for upcoming events.
  - REF: Top 10 Events.

## Week 3: Trend Spotlight.

- Highlight trend from content featured in top 10 event.
  - REF: Top 10 Events.

## Week 4: Share Employee Spotlights.

- Highlighting their roles and contributions to the success of the convention center.
  - REF: Top 10 Events.

## TOP EVENTS - FEBRUARY + MARCH

LACTR	02/22/24	VIVE 2024
AMCTR	02/26/24	NAIS Annual Conference
AUSCC	03/01/24	SXSW
WCD	03/08/24	Anime Milwaukee
SPOKE	03/14/24	Jelly Roll (Concert)
MECCA	03/18/24	NCAA Men's Basketball
SPOKE	03/22/24	NCAA Men's Tournament
JAVITS	03/25/24	Nada + NY Auto Show