



# 2023 Marketing Initiatives

We encourage our distributors to utilize the content generated by Time Timer. Please feel free to contact us at [support@timetimer.com](mailto:support@timetimer.com) for questions, details on any initiative, help with content, or any additional needs.

To access content we've created, please visit:

**flickr**

[flickr.com/timetimer](https://www.flickr.com/photos/timetimer/)

**vimeo**

[vimeo.com/timetimer](https://vimeo.com/timetimer)

**[timetimerwholesale.com](https://www.timetimerwholesale.com)**



## Messaging

Our goal for the 2023 year is to communicate the following messages to our end-users:



**We are a product that aids all-abilities to conquer time, and we actively listen in order to continuously improve.**

As always, this is an integral part of our messaging. Although we are a brand for everyone, it is important for our consumers to know where we come from, and what our purpose is.

We are open to understanding our audience and consciously making improvements that can make their life easier and better.

**Build Jan's fan base.** For 2023, we will personify the Time Timer brand by emphasizing and spreading awareness about Jan, our inventor and founder. The story of Jan is something that every consumer can relate to, and it easily differentiates us from other products.

**We are building our community.** In the past few years, we have grown our giveback programs and sustainability efforts. For 2023, we will continue this growth and spread awareness of these efforts to our consumers. We encourage all partners and consumers of Time Timer to be active community players, and to build and support the communities to which they belong.

**We support our educators.** Teachers and educators are under immense pressure. In 2023, Time Timer aims to grow our support through resources and solutions, within and beyond our product, to make the day-to-day jobs of educators a little bit easier. We especially want to support young educators entering the teaching field as they develop the skills and experience.

**We are a clinically proven product, and we partner with industry leaders.** We stand behind the product we make and rely on the expert advice of professionals and clinical research to drive our product and brand. We share this knowledge with our end-users as a way to bring up the community and provide holistic solutions in an ever-changing field.

## Time Timer® Core Markets

Education  
Parenting  
Special Needs  
Business



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## Content Calendar

The content themes listed below are primarily based on the US calendar and are meant to inspire and encourage participation where appropriate for your region and customer base. Time Timer HQ will publish seasonal content across social media platforms, blogs, publications, videos, and/or through partnerships with similarly minded companies, experts, and influencers. Content is subject to move or change as year progresses. We encourage our distributors and partners to follow our social media channels and share content as appropriate for their business and region, or to create content in conjunction with similar holidays and efforts within their respective regions. Feel free to reach out to [support@timetimer.com](mailto:support@timetimer.com) for any assistance in content development appropriate for your business.

### JANUARY

Productivity/Goals/Planning  
National Get Organized Month  
Kids Inventors' Day (January 17)

### FEBRUARY

AMD/Low Vision Awareness Month  
National Inventor's Day (February 11)

### MARCH

Save Your Vision Month  
National Assistive Technology Awareness Day (March 1)  
World Down Syndrome Day (March 21)

### APRIL

Autism Acceptance Month  
Occupational Therapy Month  
World Autism Awareness Day (April 2)  
Earth Day (April 22)

### MAY

Teacher Appreciation Month  
Graduation  
Children's Mental Health Awareness (May 11)  
Mother's Day (May 14)  
Global Accessibility Awareness Day (May 18)

### JUNE

Graduation  
Global Alzheimer's & Brain Awareness Month  
Father's Day (June 18)  
School's Out

### JULY

Disability Pride Month  
Early Back to School

### AUGUST

Back to School  
National Senior Citizen's Day (August 21)

### SEPTEMBER

Back to School  
Deaf Awareness Month  
World Alzheimer's Month

### OCTOBER

ADHD Awareness Month  
Learning Disabilities Awareness Month  
Down Syndrome Awareness Month  
Dyslexia Awareness Month  
Global Handwashing Day (October 15)

### NOVEMBER

National Family Caregivers Month  
Alzheimer's Awareness Month  
Thanksgiving (November 23)  
Giving Tuesday (November 28)

### DECEMBER

International Day of Persons with Disabilities (December 3)  
Holiday

## Conference Expo & Trade Show Schedule

Schedule is subject to change as year progresses.

ATIA (Assistive Technology Industry Association)  
Jan. 31 – Feb. 4 – Orlando, Florida

\*Nuremburg Toy Fair  
Feb. 1 – Feb. 5 – Nuremburg, Germany

\*ECRM Educational Supplies & Furniture Program  
Feb. 5 – 8 – Hilton Head Island, South Carolina

CEC (Council for Exceptional Children) Conference  
Mar. 1 – 4 – Louisville, KY

American Montessori Society – The Montessori Event  
Mar. 16 – 19 – Boston, Massachusetts

AOTA (American Occupational Therapy Association)  
April 20 – 22 – Kansas City, Missouri

Closing the Gap Conference  
Oct. 11 – 13 – Minneapolis, Minnesota

NAEYC (National Association for the Education of Young Children)  
Nov. 15 – 18 – Nashville, Tennessee

ASHA (American Speech-Language-Hearing Association)  
Nov. 16 – 18 – Boston, Massachusetts

\* Trade Shows