## Summer 2023 Atlanta Market Features Education & Events



tlanta Market combines education and celebration with daily programming to offer market exploration, industry insights and networking opportunities during the Summer 2023 edition, July 11 – 17, 2023, at Americas-Mart Atlanta.

"A full slate of Atlanta Market events will inspire, educate and entertain buyers this summer," said Karen Olson, IMC executive vice president and chief marketing officer.

#### **ON-TREND EDUCATIONAL PROGRAMMING**

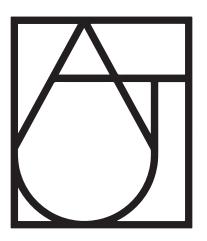
Educational seminars and workshops allow Atlanta Market buyers to hear from trendsetters and experts as they prepare for the busy fourth-quarter season.

#### Building 3 » Floor 2, Atrium

- Trend Pendulum: Staying Ahead of the Curve—Timothy Corrigan; Wednesday, July 12, 1 p.m.
- Real Talk: Mark-Ups—discussion moderated by Dennis Scully with designers Wesley Moon, Max Humphrey, Leah Alexander, and Ashley Malone, Thursday, July 13, 1 p.m.
- Engage and Inspire: Crafting A Visual Story with Artful Displays & Visual Merchandising—Becky Hillis and Toni Dammicci, Friday, July 14, 1 p.m.

#### Seminar Space - Building 1 » Floor 14

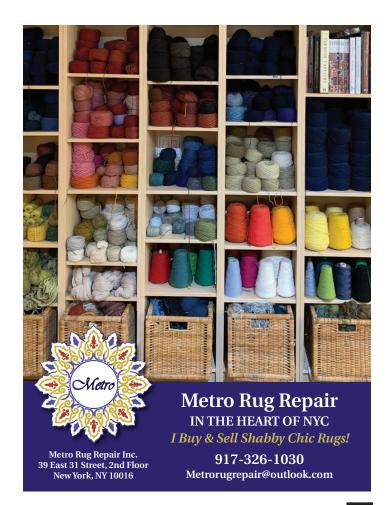
- Outdoor Living with Vern Yip—what's trending in casual furnishings and outdoor living spaces trends, Tuesday, July 11, 2:30 p.m.
- Atlanta Market buyers also have the opportunity to shop the new Casual Furnishings collection in Building 1, Floors 2-7, on both the day before & opening day of the Market.



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- Buyer Tour: Casual/Outdoor Furnishings—Paula Eller-Cox, IMC marketing manager, Monday, July 10 and Tuesday, July 11, 10 a.m.
- Prioritizing Project Profitability and Publicity—Traci Connell, Wednesday, July 12,2:30 p.m.
- It's Your Time to Shine Online!—Crystal Vilkaitis, Thursday, July 13, 2:30 p.m.
- HAT Retail Stars Panel—Home Accents Today Editor in Chief Allison Zisko with a panel of independent brick-andmortar retailers, Friday, July 14, 2:30 p.m.

#### Designer Workspace - Building 1 » Floor 15

- Buyer Q&A: All Things Home—Caroline Russell, IMC design services manager, Wednesday, July 12, 10 a.m.
- Social Media Audit with Crystal Media Co., series of free 20-minute personalized coaching sessions, Friday, July 14, 9:30 a.m. – 5:30 p.m.

#### **GOURMET DEMONSTRATIONS**

The JURA Demonstration Kitchen in Building 2, Floor 8 Three days of interactive cooking demonstrations that celebrate the summer season. All sessions kick-off at 2:30 p.m.

 Fresh Sunday Supper—Chef and author Elizabeth Heiskell, Wednesday, July 12.

### Insider NEWS | WHAT'S LOOMING

- Signature Lump Crab Salad—Chef Mark Alba of Kimpton Shane Hotel in Atlanta, Thursday, July 13.
- Sugar Shane's Cookie Secrets—Shane Quillin, Friday, July 14.

#### **SUMMER MARKET FUN**

Atlanta Market also offers multiple opportunities for buyers and brands to connect, share ideas and enjoy the Atlanta Market experience.

- Market Kickoff Party—featuring complimentary drinks and live entertainment by the band The Big Beyond, July 12, 6 p.m., Atrium of Building 3.
- A Designer Workspace Soiree—complimentary cocktails and light bites, Thursday, July 13, 4 p.m., Building 1, Floor 15
- Afternoon Beats—gives attendees a chance to mix and mingle with music provided by DJ Ree De La Vega and complimentary beverages, Building 3 Atrium, Thursday, July 13 - Saturday, July 17, beginning at 3:30 p.m.

Events are open to all Atlanta Market attendees, with additional pop-up bars and buffets, photo-ops and more taking place throughout Atlanta Market. View the full Summer 2023 Atlanta Market events calendar at: AtlantaMarket.com/Attend/Events.



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