

April 2018

SUN	MON	TUE	WED	THU	FRI	SAT
1 April Fools' Day Easter 18.9M <small>Tweet impressions¹</small>	2	3 UEFA Champions League: 1st leg →	4	5 The Masters Tournament →	6	7 World Health Day National Beer Day
8 WWE Wrestlemania	9	10 National Sibling Day UEFA Champions League: 2nd Leg →	11 National Pet Day NHL Stanley Cup Playoffs begins 31M <small>Tweet impressions¹</small>	12	13 Coachella → 4.7M <small>Tweet impressions¹</small>	14 NBA Playoffs begin 62M <small>Tweet impressions¹</small>
15 Country Music Awards	16 Boston Marathon RSA Conference	17 Channel Partners Conference →	18 Tribeca Film Festival →	19	20	21
22 Earth Day March for Science	23	24	25	26 NFL Draft → 4.16B <small>Tweet impressions¹</small> HFA's Annual Symposium → Billboard Latin Music Awards	27 Stagecoach Music Festival → Austin Food and Wine Festival → WWE Payback	28
29 Annual Daytime Emmy Awards National Small Business Week →	30 Met Gala EMC World → 950K <small>Tweet impressions¹</small>					

EVENTS LENGTHS

Country Music Awards	4/7-4/10	RSA Conference	4/16-4/20	UEFA Champions League: Quarter-Finals 1st leg	4/3-4/4
Coachella	4/13-4/15 and 4/20-4/22	Channel Partners	4/17-4/20	The Masters tournament	4/5-4/8
Tribeca Film Festival	4/18-4/29	HFA's Annual Symposium	4/26-4/29	NFL Draft	4/26-4/28
Stagecoach Music Festival	4/27-4/29	National Small Business Week	4/29-5/5		
Austin Food & Wine Festival	4/27-4/30	EMC World	4/30-5/3		