

# Campfire Stories Calendar

## Content Calendar Planning - Key Dates for 2018

Do you find yourself wondering what to blog about, put in your newsletter, post on social media or share with the press? Not anymore. This calendar will help you plan out a year's worth of ideas.

It lists a number of the big days or seasonal events taking place during 2018. While it is UK-centric, it includes plenty of international events, anniversaries, sports and holidays from around the world.

How to use it:

1. Scan the list and highlight which of the days look relevant to your business or sector. Ignore those that aren't relevant.
2. If you aren't sure what something is about, do a quick online search for more information.
3. Think laterally. Just because there isn't an obvious hook, think about how you could link it to your business. Perhaps you have a personal story that you could tell that links to a specific day. People connect with people.
4. Look at your shortlist by month. What do you have coming up in your business in each month? Can you tie your activities to the seasonal dates or events? Can you use the topical day as inspiration to create a specific product or service?
5. Choose what tools you want to use e.g. newsletter, blog, Instagram, Youtube, Facebook, PR, etc.
6. Draw up a rough plan month-by-month plotting out your key activities along with topical hooks.
7. Get marketing your business!

#### Other considerations:

1. If you want your blogs to be evergreen content (i.e. not tied to a specific date) you can still choose a topic linked to a specific date e.g. mental health awareness day, but keep the blog post about mental health rather than being specifically about the day. When you share it on social media on the specific date, you can then mention why it's timely.
2. Remember, if they are really big days or anniversaries or events, the press are likely to be writing about them, so plan ahead and reach out to them in good time to ensure you get included in their articles. For example, many journalists go to Christmas in July events to get ideas for their Christmas issues.
3. This isn't an all-encompassing list. Be sure to search your local area or sector for major events happening throughout the year that you want to link to. Don't forget to search for relevant awards that you can enter too!
4. Use the links below to find trade expos and shows relevant to your sector in your country. This will help you plan to attend them or to be aware of what the rest of your sector will be covering at a specific time.

#### **Main US trade shows**

<https://www.absoluteexhibits.com/top-100-usa-shows/>

#### **Main UK trade shows**

<http://www.exhibitions.co.uk/find-an-event>

#### **International trade shows**

<http://www.expodatabase.com/>

If you get stuck, drop me a note – **Melissa@campfirecommunications.co.uk**. I can help craft a plan for you or provide consultancy on the best way to use this for your business.

M

1

New Years Day

T

2

Big Schools  
Bird Watch

W

3

Festival of Sleep Day

T

4

World Braille Day

F

5

S

6

London  
Fashion Week  
(men 6/1-8/1)

S

7

# January



8

National  
Obesity Awareness  
Divorce Day

9

Consumer Electronics  
Show  
(CES Las Vegas 9/1-12/1)

10

11

12

13

Milan Fashion Week  
(men 13/1-16/1)

14

STI Day  
(sexual Health  
Awareness)

15

Blue Monday  
Australian Tennis  
Open Melbourne  
(15/1-28/1)

16

Martin Luther King Day  
Paris FashionWeek  
(men 17/1-21/1)

17

18

Winnie the Pooh Day

19

National Popcorn Day

20

1 year since inauguration  
of President Trump

21

World Religion Day  
National Hug Day  
Squirrel Appreciation Day

22

Cervical Cancer  
Prevention Week

23

24

25

Young Carer's  
Awareness Day  
Burns Night  
Winter X Games  
Colorado (25/1-28/1)

26

Australia Day

27

National  
Storytelling Week  
Holocaust  
Memorial Day

28

World Leprosy day

29

30

31

National Bug  
Busting Day

January is the month of:

Dry January

Healthy Eating

Diets

New year, new you - fresh  
start for business, health,  
relationships

Divorce season

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February



1

Dignity Action Day

2

Wear Red Day  
(Children's heart surgery)  
NSPCC Number Day

3

6 Nations Rugby  
(3/3-27/3)

4

Superbowl, US

5

New York  
Fashion Week  
(men & women  
5/2-15/2)  
Tinnitus Awareness  
Week  
Sexual Abuse &  
Violence Week  
Sign to Sign Week  
(Deaf Awareness)

6

Safer Internet Day  
Waitangi Day  
New Zealand

7

Send a card to a  
friend day

8

9

Toothache Day  
National Pizza Day  
Winter Olympics  
South Korea  
(9/2-25/2)

10

11

World Day of the Sick

12

13

Shrove Tuesday/  
Pancake Day

14

Valentines Day  
Start of Lent

15

Singles Awareness Day  
London  
Fashion Week  
(women 16/2-20/2)  
Chinese New Year

16

17

Random Acts of  
Kindness Day

18

19

Washington's  
Birthday (US)  
Student Volunteering  
Week

20

21

Milan  
Fashion Week  
(21/2-27/2)

22

World Encephalitis Day  
World Thinking Day  
International Cat Day

23

24

Real Bread Week

25

26

Real Trade Fortnight

27

Eating Disorders Week  
Paris  
Fashion Week  
(women 27/2-7/3)

28

Rare Disease Day

February is the month of:

Love and Romance

Raynaud's Awareness Month

Feb half term holidays

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March



1

Dechox  
challenge people to  
give up chocolate for  
a month

Time for a Cuppa

St David's Day Wales

2

The Great British  
Spring Clean

National Old  
Stuff Day

3

National Endometriosis  
Awareness Week

4

5

St Piran's Day

National  
Apprentice Week

National Pie Week

6

National  
Conversation Week

7

8

Crufts Dog Show

International  
Women's Day

World Kidney Day

9

Winter Paralympics  
(9/3-18/3)

Healthcare  
Science Week

British Science Week

10

Programming  
for Primaries  
Awareness Day

Disabled Access Day

11

Mothering Sunday

12

National Butchers Week

World Glaucoma Week

Nutrition & Hydration Week

100 years since Moscow  
became capital of Russia

13

14

National  
No Smoking Day

15

International School  
Meals Day

16

17

English Tourism Week

Sport Relief

St Patrick's Day

18

19

National Poultry Day

20

Spring/Autumn  
Equinox (first day of  
spring/Autumn)

World Oral Health Day

International day of  
Happiness

21

International Day of  
Forests

Downs Syndrome Day

22

World Water Day

23

World  
Meteorological Day

24

World TB Day

National  
Equestrian Day

25

FND Awareness Day

100 years since the  
death of Claude  
Dubussy (composer)

British Summer Time  
(daylight savings)

26

World Autism  
Awareness Week

National Epilepsy Day

27

28

29

Wear a Hat Day

End of Lent

30

World Bipolar Day

Good Friday

Doctor's Day (US)

31

NSPCC Big Board  
Game Day

March is the month of:

Deep Vein Thrombosis  
Awareness Month

National Bed Month

Ovarian Cancer Month

Marie Curie Daffodil Appeal

Build up to Easter and  
Easter school holidays

Craft Month

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1

April Fools Day  
Easter Sunday

2

Easter Monday  
International  
Children's Book Day  
Orchid Male Cancer  
Awareness Week  
World Autism  
Awareness Day

3

4

Commonwealth  
Games Australia  
(4/4-15/4)

5

Masters Golf  
Augusta (5/4-8/4)

6

Walk to Work Day

7

International  
Pillow Fight Day  
World Health Day

8

9

National Work Zone  
Awareness Week  
15 years since  
invasion of Iraq

10

World Homeopathy  
Awareness Week  
Be Kind to  
Lawyers Day  
National Siblings day  
Parkinson's  
Awareness Week

11

12

13

14

Grand National

15

International  
Micro-volunteering Day

16

World Voice Day

17

World  
Haemophilia Day

18

19

20

National Wear a  
Flower Day

21

National Tea Day  
National  
Astrology Day

22

National  
Mother Earth Day  
London Marathon  
National Drive Day  
(Historic Vehicles)

23

National Stop Snoring Week  
MS Awareness Week  
Family Safety Week  
English Language Day  
World Book Night  
St Georges Day  
Shakespeare's birthday  
World  
Immunisation Week  
National  
Skipping Day  
The Big Pedal 2018

24

25

World Penguin Day  
World Malaria Day  
ANZAC Day Australia  
& New Zealand

26

National  
Richter Scale Day  
World Intellectual  
Property Day

27

Festival of Sleep Day  
National Bug  
Busting Day  
Freedom Day  
South Africa

28

World Day for Safety  
and Health at Work

29

International  
Dance Day  
Dystonia  
Awareness Week

30

National  
Gardening Week  
International Jazz Day

# April



April is the month of:

Easter

Spring

Sexual Assault  
Awareness Month

National Child Abuse  
Prevention Month

Bowel Cancer Awareness  
Month

IBS Awareness Month

Jazz Appreciation Month

Mathematics Awareness  
Month

Easter School Holidays

M	T	W	T	F	S	S
	<b>1</b> Viral Meningitis Week World Asthma Day	<b>2</b> 85 years since the first 'sighting' of the Loch Ness Monster	<b>3</b> Tour de Yorkshire (3/5-6/5)	<b>4</b>	<b>5</b> Save Lives, Wash Your Hands Day 200 years since birth of Karl Marx International Day of the Midwife Kentucky Derby (horse racing)	<b>6</b> International Nurses Day
<b>7</b> International Dawn Chorus Day Red Cross Week	<b>8</b> Donkey Week Action for Brain Injury Awareness Week	<b>9</b> Bike to School Day Europe Day National Lost Sock Day Sun Awareness Week	<b>10</b> World Lupus Day	<b>11</b> Eat What You Want Day	<b>12</b> World Fibromyalgia Day National Donut Week National Limerick Day International Nurse Day CIND and Me Day National Mills Weekend National Train Day World Fairtrade Day	<b>13</b> Mother's Day (USA, SA, Australia) Food Allergy Awareness Week National Children's Day
<b>14</b> 70 years since Israel was declared an independent state Coeliac Disease Awareness Week Foster Care Fortnight Learning at Work Week National Vegetarian Week Dying Matters Week	<b>15</b> International Day of Families Deaf Awareness Week National Epilepsy Week National Smile Month	<b>16</b> Museums at Night	<b>17</b> World Hypertension Day 45 years since start of the Watergate scandal	<b>18</b> International Museums Day World Aids Vaccine Day The Great Britain Fish and Chips Supper (Spinal Injury support)	<b>19</b> Spinal Cord Injury Awareness Day FA Cup Final (Wembley) Royal Wedding of Prince Harry & Meghan Markle	<b>20</b>
<b>21</b> Dementia Awareness Week Walk to School Week Children's Hospice Week	<b>22</b> British Tomato Week World Goth Day	<b>23</b> World Turtle Day	<b>24</b>	<b>25</b> National Missing Children's Day European Neighbours Day	<b>26</b> National Go Canoeing Week UEFA Champions League Final (Ukraine)	<b>27</b> English Wine Week French Open Tennis (27/5-10/6)
<b>28</b> World Hunger Day National BBQ Week Memorial Day (US)	<b>29</b> International Day of United Nations Peacekeepers Oak Apple Day World Digestive Day 65 years since Edmund Hillary & Sherpa Tenzing first to summit Everest World MS Day	<b>30</b>	<b>31</b> World No Tobacco Day			



May is the month of:

May half-term holidays

Bank holidays

Zombie Awareness Month

Skin Cancer Awareness Month

Local and Community History Month

National Walking Month

National Share a Story Month

Make May Purple/Action on Stroke Month

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1

World Milk Day  
International  
Children's Day  
Volunteers Week  
National  
Fish & Chip Day

2

65 years since the  
Queen's Coronation  
15 years since 1st  
European Mars voyage  
NSPCC Messathon  
Butterfly Education  
and Awareness Day

3

The Big Lunch  
Cancer Survivor's Day

4

International Day of  
Innocent Children  
Victims of Aggression  
Ice Hockey World  
Championships  
(Denmark 4/6-20/6)

5

World  
Environment Day  
National Patient  
Participation Week  
Child Safety Week  
Heart Rythm Week

6

7

Tourette's  
Awareness Day

8

World Ocean's Day

9

Wear it, Beat it Day  
Bike Week  
Trooping the colour &  
Queen's Birthday  
Transverse Myelitis  
Awareness

10

Children's Art Week

11

BNF Healthy  
Eating Week  
Chromosome Disorder  
Awareness Week  
Men's Health Week  
Aromatherapy  
Awareness Week  
Diabetes  
Awareness Week  
Carers Week

12

Glaucoma  
Awareness Week  
Cervical Screening  
Awareness Week

13

Sewing Machine Day

14

Cupcake Day  
World Blood  
Donor Day  
US Golf Open  
(14/6-17/6)

15

10 years since  
Lehman Brothers filed  
chapter 11, triggering  
financial crisis  
Beer Day Britain  
National Picnic Week  
World Elder Abuse  
Awareness Day  
National Bug  
Busting Day  
Drowning  
Prevention Week

16

International  
Surfing Day  
Youth Day South Africa

17

World Day to Combat  
Desertification and  
Drought  
Father's Day

18

Rheumatoid Arthritis  
Awareness Week  
Autistic Pride Day  
Refugee Week  
Festival of Learning  
(Adult Learners Week)

19

20

World Refugee Day

21

International Yoga Day  
National Aboriginal  
Day (Canada)  
Clean Air Day  
Summer/winter solstice  
World Music Day  
Global Mind  
Awareness Day  
World Humanist Day

22

Bring Your Dog to  
Work Day

23

150 years since  
patent for the type-  
writer was issued  
Seafarers  
Awareness Week  
National Kissing Day

24

25

National School  
Sport Week  
Day of the Seafarer  
40 years since the  
gay pride flag was  
first flown (in San  
Francisco)

26

United Nations  
International Day in  
Support of Victims of  
Torture  
International Day  
Against Drug Abuse  
and Illicit Trafficking

27

International  
Sunglasses Day

28

29

Wallace & Grommit's  
Wrong Trousers Day

30

Armed Forces Day

# June



June is the month of:

Summer - get outdoors/  
beach body

Scottish and US schools  
break up for summer

SANDS (still birth and  
neonatal) awareness month

NBA Finals (USA)



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1

Canada Day  
International Reggae  
Day

2

School  
Diversity Week  
Wimbledon (2/7-15/7)  
Canada Day

3

Sarcoma  
Awareness Week

4

American  
Independence Day  
Henley Royal Regatta  
(Rowing 4/7-8/7))

5

6

7

World Chocolate Day  
London Pride  
Tour de France  
(7/7-29/7)

8

Spana's World  
Tea Party

9

10

11

World Population Day

12

13

14

Bastille Day (France)

15

Festival of British  
Archaeology  
World Youth Skills Day

16

17

World Day for  
International Justice

18

100 years since the  
birth of Nelson Mandela

19

20

21

22

23

24

National Tequila Day  
Samaritan's  
Awareness Day  
National Parks Week

25

26

27

28

World Hepatitis Day

29

National Marine Week  
NSPCC Messathons

30

World Friendship Day  
Gastroschisis  
Awareness Day  
World Day Against  
People Trafficking  
200 years since the  
birth of Emily Bronte,  
poet and author

31

# July



July is the month of:

Group Strep B Awareness  
Month

National Fishing Month

Summer school holidays

Christmas in July events for  
press

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August



6

International  
Friendship Day

7

8

9

10

11

12

International Youth  
Day

13

International Left  
Handers Awareness  
Day  
National Allotments  
Week (13/8-19/8)

14

Afternoon Tea Week

15

16

US PGA (16/8-19/8)

17

18

19

NSPCC Messathon 1  
World  
Humanitarian Day  
World Photo Day

20

21

100 years since the  
second battle of the  
Somme begins

22

23

24

25

26

27

US Tennis Open

28

29

30

International Day of  
the Disappeared

31

August is the month of:

Summer holidays

Back to school

National Road Victim Month

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September

1

World Rowing  
Championships  
(Bulgaria 1/9-9/9)

2



3

International Vulture  
Awareness Day  
Migraine  
Awareness Week  
Labour Day (US)

4

20 years since  
Google was founded  
Organ Donor Week  
National Payroll Week

5

International Day  
of Charity

6

National Read a  
Book Day

7

Heritage Open Days

8

International  
Literacy Day

9

Foetal Alcohol  
Spectrum Disorders  
Awareness Day

10

World Suicide  
Prevention Day

11

Remember a Charity  
in your Will Week  
Balance  
Awareness Week  
Sexual Health Week  
Know your blood  
pressure numbers  
week  
World Youth Olympics  
Argentina (11/9-23/9)

12

13

Roald Dahl Day

14

Everywoman Day  
National Quiet Day

15

International Day of  
Democracy  
World Lymphoma Day  
Pension Awareness Day  
International Dot Day  
Great British Beach  
Clean

16

National Teacher's  
Assistant Day  
International Day for  
the Preservation of  
the Ozone Layer

17

National  
Eczema Week

18

Mitochondrial Disease  
Awareness Week  
European Head & Neck  
Cancer Awareness Week  
National Coding  
Week for Adults  
National Cupcake Week  
National Eye Health  
Week

19

International Talk Like  
a Pirate Day

20

21

International Day  
of Peace  
World  
Alzheimer's Day

22

National Doodle Day  
Eid  
World Car Free Day  
Jeans for Genes Day

23

British Food Fortnight  
Autumn/Spring  
equinox

24

Heritage Day  
South Africa

25

International Ataxia  
Awareness Day  
Urology Week

26

European Day of  
Languages  
World  
Contraception Day

27

World Tourism Day  
World School  
Milk Day

28

World Rabies Day  
Ryder Cup (28/9-30/9)

29

World Heart Day  
World's Biggest  
Coffee Morning  
(Macmillan)  
FSC Friday  
(Forest Stewardship  
Council)

30

National Sporting  
Heritage Day

September is the month of:

Back to school / Off to Uni

Childhood Cancer  
Awareness MonthVascular Disease Awareness  
Month

Oddfellows Friendship Month

CMT Awareness Month

Blood Cancer Awareness Month

Organic September

**M****1**

The Big Draw  
International Day of  
Older Persons  
World Vegetarian Day  
International Coffee Day  
National Work Life  
Week

**8**

Columbus Day (US)  
Thanksgiving Day  
Canada

**15**

Global Wave of Light  
King Harold Day  
Global Hand  
Washing Day

**22**

British Polio  
Syndrome Day

**29**

Sugar  
Awareness Week  
National Cat Day  
World Psoriasis Day

**T****2**

Humphrey's  
Pyjama Week  
World Habitat Day  
Dyslexia  
Awareness Week  
International Baby  
Wearing Week  
Back Care Awareness  
Week

**9**

Libraries Week  
Baby Loss  
Awareness Week  
World Post Day  
Dyspraxia  
Awareness Week  
Chocolate Week  
Wool Week  
National Braille Week

**16**

National Baby  
Swimming Week  
World Food Day  
National Baking Week  
National  
Adoption Week  
Restart a Heart Day

**23****30****W****3****10**

World Mental  
Health Day

**17**

International Day for  
the Eradication of  
Poverty

**24**

World Polio Day

**31**

National Bug  
Busting Day  
Halloween

**T****4**

World Space Week  
World Animal Day  
National Poetry Day

**11**

National Coming  
Out Day  
International Day of  
the Girl Child

**18**

Anti Slavery Day  
Invictus Games  
(Sydney 18/10-29/10)

**25****F****5**

World Teacher's Day

**12**

World Arthritis Day  
World Sight Day

**19**

Conflict  
Resolution Day  
International Credit  
Union Day

**26**

Museums at Night

**S****6**

World Cerebral  
Palsy Day  
World Smile Day  
National Badger Day

**13**

National No Bra Day  
The Big Pink  
International Sceptics  
Day  
World Egg Day

**20**

World  
Osteoporosis Day  
Epilepsy Action  
National Tea and  
Cake Break  
World Values Day  
International  
Sloth Day  
Wear it Pink Day

**27**

Wear your Whiskers  
World day for Audio  
Visual Heritage  
National  
Mentoring Day

**S****7**

Byte Night  
Grandparents Day

**14**

World Hospice and  
Palliative Care Day  
Family  
Learning Festival

**21**

Reptile  
Awareness Day  
Apple Day  
International Brain  
Tumour Awareness  
Week  
International  
Stammering  
Awareness Day

**28**

# October



October is the month of:

National Disability  
Employment Awareness  
Month

ADHD Awareness Month

International Walk to School  
Month

Breast Cancer Awareness Month

Black History Month

National Cholesterol Month

Pituitary Awareness Month

National Home Security Month

Lupus Awareness Month

International School Library  
Month

Halloween

Autumn

Hygge

October Half Term holidays

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November

1

Veg Pledge  
25 years since the  
Maastricht treaty &  
saw the start of the  
EU

World Vegan Day  
National Stress  
Awareness Day

2

3

National  
Sandwich Day

4

10 years since Barack  
Obama became the  
first black president  
of the USA

5

Guy Fawkes Day/  
Bonfire Night

6

7

Hug a Bear Day  
Diwali

8

World Quality Day  
World  
Radiography Day

9

10

11

100 years since the  
end of WW1 –  
Armistice Day  
Centenary

12

Veteran's Day (US)

13

Nursery Rhyme Week  
World Kindness Day  
Self Care Week  
Alcohol  
Awareness Week  
Anti-bullying Week  
Financial capability  
Week

14

World Diabetes Day

15

Blue Wednesday  
(Mouth Cancer Awareness)  
World COPD  
Awareness Day

16

17

World Pancreatic  
Cancer Day

18

19

International  
Men's Day  
PH Awareness Week  
World Toilet Day

20

Universal  
Children's Day  
Road Safety Week  
Entrepreneur's Day

21

World Television Day

22

Thanksgiving (US)

23

Black Friday  
55 years since the  
first broadcast of Dr  
Who by the BBC

24

Carer's Rights Day

25

White Ribbon Day  
(Stop Family Violence  
Day)

26

Cyber Monday  
15 years since  
Concorde made its  
final flight

27

Book Week Scotland

28

29

30

St Andrews Day



November is the month of:

Build up to Christmas  
Movember - Men's Health  
Awareness

Pancreatic Cancer  
Awareness Month

Novel writing Month

Mouth Cancer Action Month

Lung Cancer Awareness  
Month

COPD Awareness Month

UK Budget Statement  
(Date TBC)

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December

1

World Aids Day  
Small Business  
Saturday  
Week

2

International Day  
for the Abolition of  
Slavery



3

Tree Dressing Day  
International Day of  
Persons with  
Disabilities

4

5

National Volunteers Day

6

7

International Civil  
Aviation Day

8

9

International  
Anti-Corruption Day

December is the month of:

Christmas build up

Year in review

Decembeard (grow beards  
for bowel cancer)

Festival of winter walks

10

International Animal  
Rights Day  
Human Rights Day  
Hanukkah

11

12

13

14

15

16

Day of Reconciliation  
South Africa

17

18

19

20

21

22

23

24

Christmas Eve

25

Christmas Day

26

Boxing Day

27

28

29

30

31

New Year's Eve

If you need help creating a communications plan for your business, or writing and creating the content you need, get in touch.

Visit [\*\*www.campfirecommunications.co.uk\*\*](http://www.campfirecommunications.co.uk) to discover how I could help you tell your story more effectively.

