



## **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 a 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](mailto: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.

## **January**

### *General themes or month long initiatives*

Dry January

Healthy eating

Diets

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

Divorce season

1 – New Year's Day

2 – Big Schools Bird Watch

3 – Festival of Sleep Day

4 – World Braille Day

6 – 8 – London Fashion Week (men's)

9 – 12 – Consumer Electronics Show (CES – Las Vegas)

8 – National Obesity Awareness Week

8 – Divorce Day

13 – 16 – Milan Fashion Week (men's)

14 – STI Day (sexual health awareness)

15 – Blue Monday

15 – 28 – Australian tennis open - Melbourne

16 – Martin Luther King Day

17 – 21 – Paris Fashion Week (men's)

18 – Winnie the Pooh Day

19 – National Popcorn Day

20 – One year since inauguration of President Trump

21 – World Religion Day

21 – National Hug Day

21 – Squirrel Appreciation Day

22 – Cervical Cancer Prevention Week

25 – Young Carer's Awareness Day

25 – Burns Night

25 – 28 – Winter X games – Colorado

26 – Australia Day

27 – National Storytelling Week

27 – Holocaust Memorial Day

28 – World Leprosy day

31 – National Bug Busting Day

## **February**

### *General themes or month long initiatives*

Love and romance

Raynaud's Awareness month

Feb half term holidays

- 1 – Dignity Action day
- 2 – Wear Red Day (Children's heart surgery)
- 2 – NSPCC Number Day
- 2 – World Wetlands Day
- 3 – 27 March – 6 Nations Rugby
- 4 – Superbowl, US
- 5 – 15 – New York Fashion weeks (men's and women's)
- 5 – Tinnitus Awareness Week
- 5 – Sexual Abuse and Violence Week
- 5 – Sign to Sign Week (deaf awareness)
- 6 – Safer Internet Day
- 6 – Waitangi Day New Zealand
- 7 – Send a card to a friend day
- 9 – Toothache Day
- 9 – National Pizza Day
- 9 – 25 – Winter Olympics, South Korea
- 11 – World Day of the Sick
- 13 – Shrove Tuesday/Pancake Day
- 14 – Valentines Day
- 14 – Start of Lent
- 15 – Singles Awareness Day
- 16 – 20 – London Fashion Week (women)
- 16 – Chinese New Year
- 17 – Random Acts of Kindness Day
- 19 – Washington's Birthday (US)
- 19 – Student Volunteering Week
- 21 – 27 – Milan Fashion Week
- 22 – World Encephalitis Day
- 22 – World Thinking Day
- 22 – International Cat Day
- 24 – Real Bread Week
- 26 – Real Trade Fortnight
- 27 – Eating Disorders Week
- 27 – 7 Mar – Paris Fashion Week (women)
- 28 – Rare Disease Day

## **March**

### *General themes or month long initiatives*

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

1 - Dechox – challenge people to give up chocolate for month

1 – Time for a cuppa

1 - St David's Day – Wales

2 – The Great British Spring Clean

2 – National Old stuff Day

3 – National Endometriosis Awareness Week

5 – St Piran's Day

5 – National Apprentice Week

5 – National Pie Week

6 – National Conversation Week

8 – Crufts Dog Show

8 – International Women's Day

8 – World Kidney Day

9 – 18 – Winter Paralympics

9 – Healthcare Science Week

9 – British Science Week

10 – Programming for Primaries Awareness Day

10 – Disabled Access Day

11 – Mothering Sunday

12 – National Butchers Week

12 – World Glaucoma Week

12 – Nutrition and Hydration Week

12 – 100 since Moscow became the capital of Russia

14 – National No Smoking Day

15 – International School Meals Day

17 – English Tourism Week

17 – Sport Relief

17 – St Patrick's Day

19 – National Poultry Day

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

20 – World Oral Health Day

20 – International day of Happiness

21 – International day of Forests

21 – Downs Syndrome Day  
22 – World Water Day  
23 – World Meteorological Day  
24 – World TB Day  
24 – National Equestrian Day  
25 – FND Awareness Day  
25 – 100 years since the death of Claude Debussy (composer)  
25 – British Summer Time (daylight savings) begins  
26 – World Autism Awareness Week  
26 – National Epilepsy Day  
29 – Wear a Hat Day  
29 – End of Lent  
30 – World Bipolar Day  
30 – Good Friday  
30 – Doctor's Day (US)  
31 – NSPCC Big Board game day

## **April**

### *General themes and month long initiatives*

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

1 – April Fools Day

1 – Easter Sunday

2 – Easter Monday

2 – International Children's Book Day

2 – Orchid Male Cancer Awareness Week

2 – World Autism Awareness Day

4 – 15 – Commonwealth Games Australia

5 -8 Masters Golf Augusta

6 – Walk to Work Day

7 – International Pillow Fight Day

7 – World Health Day

9 – National Work Zone Awareness Week

9 – 15 years since invasion of Iraq

10 – World Homeopathy Awareness Week

10 – Be Kind to Lawyers Day

10 – National Siblings day

10 – Parkinson's Awareness Week

14 – Grand National

15 – International Micro-volunteering Day

16 – World Voice Day

17 – World Haemophilia Day

20 – National Wear a Flower Day

21 – National Tea Day

21 – National Astrology Day

22 – National Mother Earth Day

22 – London Marathon

22 – National Drive Day (historic vehicles)

23 – National Stop Snoring Week

23 – Family Safety Week

23 – English Language Day

23 – World Book Night  
23 – St Georges Day  
23 – Shakespeare's birthday  
23 – World Immunisation Week  
23 – National Skipping Day  
23 – The Big Pedal 2018  
24 – MS Awareness Week  
25 – World Penguin Day  
25 – World Malaria Day  
25 – ANZAC Day Australia and New Zealand  
26 – National Richter Scale Day  
27 – Freedom Day South Africa  
26 – World Intellectual Property Day  
28 – World Day for Safety and Health at Work  
29 – International Dance Day  
29 – Dystonia Awareness Week  
30 – National Gardening Week  
30 – International Jazz Day

## **May**

### *General themes and month long initiatives*

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

1 – Viral Meningitis Week

1 – World Asthma Day

2 – 85 years since the first 'sighting' of the loch ness monster

3 – 6 – Tour de Yorkshire

5 – Save Lives, Wash Your Hands Day

5 – 200 years since birth of Karl Marx

5 – International Day of the Midwife

5 – Kentucky Derby (horse racing)

6 – International Nurses Day

7 – International dawn chorus day

7 – Red Cross Week

8 – Donkey Week

8 – Action for Brain Injury Awareness Week

9 – Bike to School Day

9 – Europe Day

9 – National Lost Sock Day

9 – Sun Awareness Week

10 – World Lupus Day

11 – Eat What You Want Day

12 – World Fibromyalgia Day

12 – National Donut Week

12 – National Limerick Day

12 – International Nurse Day

12 – CIND and Me Day

12 – National Mills Weekend

12 – National Train Day

12 – World Fairtrade Day

13 – Mother's Day (USA, SA, Australia)

13 – Food Allergy Awareness Week

13 – National Children's Day

14 – 70 years since Israel was declared an independent state

14 – Dying Matters Week  
14 – Coeliac Disease Awareness Week  
14 – Foster Care Fortnight  
14 – Learning at Work Week  
14 – National Vegetarian Week  
15 – International Day of Families  
15 – Deaf Awareness Week  
15 – National Epilepsy Week  
15 – National Smile Month  
16 – Museums at Night  
17 – World Hypertension Day  
17 – 45 years since start of Watergate scandal  
18 – International Museums Day  
18 – World Aids Vaccine Day  
18 – The Great Britain Fish and Chips Supper (Spinal Injury support)  
19 – Spinal Cord Injury Awareness Day  
19 – FA Cup Final (Wembley)  
19 – Royal wedding of Prince Harry and Meghan Markle  
21 – Dementia Awareness Week  
21 – Walk to School Week  
21 – Children's Hospice Week  
22 – British Tomato Week  
22 – World Goth Day  
23 – World Turtle Day  
25 – National Missing Children's Day  
25 – European Neighbours Day  
26 – National Go Canoeing Week  
26 – UEFA Champions League final (Ukraine)  
27 – English Wine Week  
27 – 10 June – French Open Tennis  
28 – World Hunger Day  
28 – National BBQ Week  
28 – Memorial Day (US)  
29 – International Day of United Nations Peacekeepers  
29 – Oak Apple Day  
29 – World Digestive Day  
29 – 65 years since Edmund Hillary and Sherpa Tenzing first to summit Everest  
29 – World MS Day  
31 – World No Tobacco Day

## June

### *General themes and month long initiatives*

Summer – get outdoors/ beach body

Scottish and US schools break up for summer

SANDS (still birth and neonatal) awareness month

NBA Finals ( USA)

- 1 – World Milk Day
- 1 – International Children's Day
- 1 – Volunteers Week
- 1 – National Fish & Chip Day
- 2 – 65 years since the Queen's Coronation
- 2 – 15 years since Europe launches first voyage to Mars
- 2 – NSPCC Messathon
- 2 – Butterfly Education and Awareness Day
- 3 – The Big Lunch
- 3 – Cancer Survivor's Day
- 4 – International day of Innocent Children Victims of Aggression
- 4 – 20 – Ice Hockey World Championships (Denmark)
- 5 – World Environment Day
- 5 – National Patient Participation Week
- 5 – Heart Rhythm Week
- 5 – Child Safety Week
- 7 – Tourette's awareness day
- 8 – World Ocean's Day
- 9 – Wear it, Beat it Day
- 9 – Bike Week
- 9 – Trooping the colour and queen's birthday
- 9 – Transverse Myelitis Awareness
- 10 – Children's Art Week
- 11 – BNF Healthy Eating Week
- 11 – Chromosome Disorder Awareness Week
- 11 – Men's' Health Week
- 11 – Aromatherapy Awareness Week
- 11 – Diabetes Awareness Week
- 11 – Carers Week
- 12 – Glaucoma Awareness Week
- 12 – Breathe Easy Week
- 12 – Cervical Screening Awareness Week
- 13 – Sewing Machine Day
- 14 – Cupcake Day
- 14 – World Blood Donor Day

14 – 17 – US Golf Open  
15 – 10 years since Lehman Brothers filed chapter 11, triggering financial crisis  
15 – Beer Day Britain  
15 – National Picnic Week  
15 – World Elder Abuse Awareness Day  
15 – National Bug Busting Day  
15 – Drowning Prevention Week  
16 – International Surfing Day  
16 – Youth Day South Africa  
17 – World Day to Combat Desertification and Drought  
17 – Father's Day  
18 – Rheumatoid Arthritis Awareness Week  
18 – Autistic Pride Day  
18 – Refugee Week  
18 – Festival of Learning (adult learners week)  
20 – World Refugee Day  
21 – International Yoga Day  
21 – National Aboriginal Day (Canada)  
21 – Clean Air Day  
21 – Summer/winter solstice  
21 – World Music Day  
21 – Global Mind Awareness Day  
21 – World Humanist Day  
22 – Bring Your Dog to Work Day  
23 – 150 years since patent for the typewriter was issued  
23 – Seafarers Awareness Week  
23 – National Kissing Day  
25 – National School Sport Week  
25 – Day of the Seafarer  
25 – 40 years since the gay pride flag was first flown (in San Francisco)  
26 – United Nations International Day in Support of Victims of Torture  
26 – International Day Against Drug Abuse and Illicit Trafficking  
27 – International Sunglasses Day  
29 – Wallace & Grommit's Wrong Trousers Day  
30 – Armed Forces Day

## July

### *General themes and month long initiatives*

Group strep b awareness month

National Fishing Month

Summer school holidays

Christmas in July events for press

1 – Canada Day

1 – International Reggae Day

2 – School Diversity Week

2 – 15 - Wimbledon

3 – Sarcoma Awareness Week

4 – American Independence Day

4 – 8 – Henley Royal Regatta (Rowing)

7 – World Chocolate Day

7 – London Pride

7 – 29 – Tour de France

8 – Spana's World Tea Party

11 – World Population Day

14 – Bastille Day (France)

15 - Festival of British Archaeology

15 – World Youth Skills Day

17 – World Day for International Justice

18 – 100 years since the birth of Nelson Mandela

24 – National Tequila Day

24 – Samaritan's Awareness Day

24 – National Parks Week

28 – World Hepatitis Day

29 – National Marine Week

29 – NSPCC Messathons

30 – World Friendship Day

30 – Gastroschisis Awareness Day

30 – World Day Against People Trafficking

30 – 200 years since the birth of Emily Bronte, poet and author

## **August**

### *General themes and month long initiatives*

Summer holidays

Back to school

National Road Victim Month

1 – Yorkshire Day

1 – 12 – European Sports Championships

1 – World Breastfeeding Week

2 – Play day

3 – 27 – Edinburgh Festival

4 – 12 – Gay Games (Paris)

6 – International Friendship Day

9 – National Women's Day South Africa

12 – International Youth Day

13 – International Left Handers Awareness Day

13 – 19 – National Allotments Week

14 – Afternoon Tea Week

16 – 19 – US PGA

19 – NSPCC Messathon 1

19 – World Humanitarian Day

19 – World Photo Day

21 – 100 years since the second battle of the Somme begins

27 – US Tennis Open

30 – International Day of the Disappeared

## **September**

### *General themes and month long initiatives*

Back to school / Off to Uni

Childhood Cancer Awareness month

Vascular disease awareness month

Oddfellows Friendship month

CMT Awareness month

Blood cancer awareness month

Organic September

1-9 – World Rowing championships (Bulgaria)

3 – International Vulture Awareness Day

3 – Migraine Awareness Week

3 – Labour Day (US)

4 – 20 years since Google was founded

4 – Organ Donor Week

4 – 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

11 – Balance Awareness Week

11 – Sexual Health Week

11 – Know your blood pressure numbers week

11 – 23 – World Youth Olympics, Argentina

13 – Roald Dahl Day

14 – Everywoman Day

14 – National Quiet Day

15 – International Day of Democracy

15 – World Lymphoma Day

15 – Pension Awareness Day

15 – International Dot Day

15 – Great British Beach Clean

16 – National Teacher's Assistant Day

16 – International Day for the Preservation of the Ozone Layer

17 – National Eczema Week

18 – Mitochondrial Disease Awareness Week

18 – European Head and Neck Cancer Awareness Week

18 – National Coding Week for Adults

18 – National Cupcake Week  
18 – National Eye Health Week  
19 – International Talk Like a Pirate Day  
21 – International Day of Peace  
21 – World Alzheimer's Day  
22 – National Doodle Day  
22 – Eid  
22 – World Car Free Day  
22 – Jeans for Genes Day  
23 – British Food Fortnight  
23 – Autumn/Spring equinox  
24 – Heritage Day South Africa  
25 – International Ataxia Awareness Day  
25 – Urology Week  
26 – European Day of Languages  
26 – World Contraception Day  
27 – World Tourism Day  
27 – World School Milk Day  
28 – World Rabies Day  
28 – 30 – Ryder Cup  
29 – World Heart Day  
29 – World's Biggest Coffee Morning (Macmillan)  
29 – FSC Friday (Forest Stewardship council)  
30 – National Sporting Heritage Day

## **October**

### *General themes and month long initiatives*

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 / spring

Hygge

October Half Term holidays

1 – The Big Draw

1 – International Day of Older Persons

1 – World Vegetarian Day

1 – International Coffee Day

1 – National Work Life Week

2 – Humphrey's Pyjama Week

2 – World Habitat Day

2 – Dyslexia Awareness Week

2 – International Baby Wearing Week

2 – Back Care Awareness Week

4 – World Space Week

4 – World Animal Day

4 – National Poetry Day

5 – World Teacher's Day

6 – World Cerebral Palsy Day

6 – World Smile Day

6 – National Badger Day

7 – Byte Night

7 – Grandparents Day

8 – Columbus Day (US)

8 – Thanksgiving Day Canada

9 – Libraries Week

9 – Baby Loss Awareness Week

9 – World Post Day

9 – Dyspraxia Awareness Week

9 – Chocolate Week  
9 – Wool Week  
9 – National Braille Week  
9 – National Curry Week  
9 – National Arthritis Week  
10 – World Mental Health Day  
11 – National Coming Out Day  
11 – International Day of the Girl Child  
12 – World Arthritis Day  
12 – World Sight Day  
13 – National No Bra Day  
13 – The Big Pink  
13 – International Sceptics Day  
13 – World Egg Day  
14 – World Hospice and Palliative Care Day  
14 – Family Learning Festival  
15 – Global Wave of Light  
15 – King Harold Day  
15 – Global Hand Washing Day  
16 – National Baby Swimming Week  
16 – World Food Day  
16 – National Baking Week  
16 – National Adoption Week  
16 – Restart a Heart Day  
17 – International Day for the Eradication of Poverty  
18 – Anti Slavery Day  
18 – 29 – Invictus Games (Sydney)  
19 – Conflict Resolution Day  
19 – International Credit Union Day  
20 – World Osteoporosis Day  
20 – Epilepsy Action National Tea and Cake Break  
20 – World Values Day  
20 – International Sloth Day  
20 – Wear it Pink Day  
21 – Reptile Awareness Day  
21 – Apple Day  
21 – International Brain Tumour Awareness Week  
22 – International Stammering Awareness Day  
22 – British Polio Syndrome Day  
24 – World Polio Day  
26 – Museums at Night  
27 – Wear your Whiskers

27 – World day for Audio Visual Heritage  
27 – National Mentoring Day  
29 – Sugar Awareness Week  
29 – National Cat Day  
29 – World Psoriasis Day  
31 – National bug busting day  
31 – Halloween

## **November**

### *General themes and month long initiatives*

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)

1 – Veg Pledge

1 – 25 years since the Maastricht treaty - saw the commencement of the EU

1 – World Vegan Day

1 – National Stress Awareness Day

3 – National Sandwich Day

4 – 10 years since Barack Obama became the first black president of the USA

5 – Guy Fawkes Day / Bonfire Night

7 – Hug a Bear Day

7 - Diwali

8 – World Quality Day

8 – World Radiography Day

11 – 100 years since the end of WW1 – Armistice Day centenary

12 – Veteran's Day (US)

13 – Nursery Rhyme Week

13 – World Kindness Day

13 – Self care Week

13 – Alcohol Awareness Week

13 - Anti-bullying Week

13 – Financial capability Week

14 – World Diabetes Day

15 – Blue Wednesday (mouth cancer awareness)

15 – World COPD Awareness Day

17 – World Pancreatic Cancer Day

19 – International Men's Day

19 – PH Awareness Week

19 – World Toilet Day

20 – Universal Children's Day

20 – Road Safety Week

- 20 – Entrepreneurs Day
- 21 – World Television Day
- 22 – Thanksgiving (US)
- 23 – Black Friday
- 23 – 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
- 26 – 15 years since Concorde made it's final flight
- 27 – Book Week Scotland
- 30 – St Andrews Day

## **December**

### *General themes and month long initiatives*

Christmas build up

Year in review

Decembeard (grow beards for bowel cancer)

Festival of winter walks

- 1 – World Aids Day
- 1 – Small Business Saturday
- 1 – Anger Awareness Week
- 2 – International Day for the Abolition of Slavery
- 3 – Tree Dressing Day
- 3 – International Day of Persons with Disabilities
- 5 – National Volunteers Day
- 7 – International Civil Aviation Day
- 9 – International Anti-Corruption Day
- 10 – International Animal Rights Day
- 10 – Human Rights Day
- 10 – Hanukkah
- 16 – Day of Reconciliation South Africa
- 24 – Christmas Eve
- 25 – Christmas Day
- 26 – Boxing Day
- 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.