

AWARENESS DAYS AND EVENTS CALENDAR 2024



JANUARY

Welcome to a new year bursting with possibilities. You know what they say – start as you mean to go on...

ON THE RADAR THIS MONTH...

Premier League winter transfer window

National Mentoring Month



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
NEW YEAR'S DAY 1 New year, new you? Ring in the new year with a product launch or share your 2024 plans.	2	3	4	5	6	7
8	9	10	11	12	13	14
BLUE MONDAY 15 Chase the blues away and share how you're giving back to your community.	16	17	18	19	20	21
22	23	24	BURNS NIGHT 25	NATIONAL FUN AT WORK DAY 26	NATIONAL STORYTELLING WEEK 27 (Until 4th February)	28
29	30	TAX RETURN DEADLINE 31	1	2	3	4

FEBRUARY

Love is in the air! Make sure your audience feels it this month by making content that resonates. And pancakes. Obviously.

ON THE RADAR THIS MONTH...

LGBT+ History Month

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	TIME TO TALK DAY 1	SIX NATIONS 2 (Until 16th March) Office sweepstake? Join the fun online	3	4
NATIONAL APPRENTICESHIP WEEK 5 (Until 11th February)	6	7	8	9	CHINESE NEW YEAR 10	INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE 11
12	SHROVE TUESDAY / PANCAKE DAY 13 Flipping pancakes in the office? Put your top chefs on show!	VALENTINES DAY 14	15	16	RANDOM ACT OF KINDNESS DAY 17 Giving your team an early finish? Taken them out for lunch? Share your #RandomActOfKindness	18
19	20	21	22	3	24	25
26	27	28	29	1	2	3



MARCH

Is that a spring in your step? We're not surprised, with all these opportunities for capturing people's attention this month...

ON THE RADAR THIS MONTH...

Spring Budget
Women's History Month



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	EMPLOYEE APPRECIATION DAY 1 <small>Take the time to shout about how great your team is! (Want to make it a monthly affair? Include your team member of the month in your newsletter)</small>	2	3
4	5	6	WORLD BOOK DAY 7	INTERNATIONAL WOMEN'S DAY 8	9	MOTHER'S DAY 10
RAMADAN 11 <small>(Predicted, Until 10th April)</small>	12	13	14	RED NOSE DAY 15	16	17
ST PATRICK'S DAY 18	19	INTERNATIONAL DAY OF HAPPINESS 20 START OF SPRING	21	22	EARTH HOUR 23	24
HOLI FESTIVAL 25	26	27	28	GOOD FRIDAY 29	30	CLOCKS GO FORWARD 31 EASTER SUNDAY

■ Employee wellbeing/workplace culture
 ■ Religious
 ■ ESG
 ■ Bank holidays
 ■ Awareness days

APRIL

Don't be a fool, be a planner. From the start of the new tax year to World Earth Day, April brings plenty of opportunities for your content strategy.

ON THE RADAR THIS MONTH...

Stress Awareness Month
Get ready for the new tax year



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EASTER MONDAY 1 APRIL FOOLS' DAY Q2 BEGINS	2	3	4	WALK TO WORK DAY 5	NEW TAX YEAR BEGINS 6	WORLD HEALTH DAY 7
8	9	EID AL-FITR 10 (Predicted)	NATIONAL PET DAY 11	12	13	14
15	16	17	18	19	20	INTERNATIONAL CREATIVITY AND INNOVATION DAY 21 LONDON MARATHON
WORLD EARTH DAY 22	23	24	25	26	27	WORLD DAY FOR HEALTH AND SAFETY AT WORK 28
29	30	1	2	3	4	5

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MAY

The days are finally getting longer, and your brand's reach is stretching even further... what will you achieve this month?

ON THE RADAR THIS MONTH...

Local And Community History Month
National Walking Month



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	1	2	3	STAR WARS DAY 4	5
BANK HOLIDAY 6	7	8	9	10	NATIONAL TECHNOLOGY DAY 11	12
MENTAL HEALTH AWARENESS WEEK 13 <small>(Until 19th May)</small> LEARNING AT WORK WEEK <small>(Until 19th May)</small>	14	15	16	17	18	19
20	21	22	23	24	25	26
BANK HOLIDAY 27	28	29	30	31	1	2

JUNE

Summer slump? Not on our watch – this month, show your support for the LGBTQIA community, celebrate all the dads out there, and more.

ON THE RADAR THIS MONTH...

Pride Month



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	VOLUNTEERS WEEK (Until 7th June) 1	2
3	4	WORLD ENVIRONMENT DAY 5	6	7	8	9
10	11	12	13	14	15	EID AL-ADHA 16 (Until 19th June) FATHER'S DAY
17	18	19	START OF SUMMER 20	BRING YOUR DOG TO WORK DAY 21	22	INTERNATIONAL WOMEN IN ENGINEERING DAY 23
24	25	26	MICRO-, SMALL AND MEDIUM-SIZED ENTERPRISES DAY 27	28	29	30



Employee wellbeing/workplace culture



Religious



ESG



Bank holidays



Awareness days

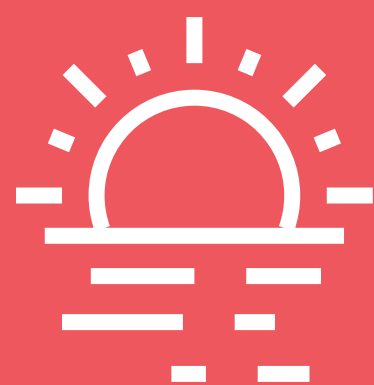
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JULY

School's out for summer! And you know what that means... time to start doing your homework for awards season.

ON THE RADAR THIS MONTH...

- Awards season begins
- School summer holidays begin
- Independent Retailer Month
- Plastic Free July



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WIMBLEDON CHAMPIONSHIP 1 <small>(Until 14th July)</small> Q3 BEGINS	2	3	US INDEPENDENCE DAY 4	5	6	7
8	9	10	11	NORTHERN IRELAND BANK HOLIDAY 12	13	14
15	16	17	18	19	20	21
22	23	SAMARITANS AWARENESS DAY 24	25	PARIS OLYMPICS 26 <small>(Until 11th August)</small>	27	28
29	30	31	1	2	3	4

AUGUST

Is it the heatwave or is it your content that's sizzling? There are plenty of hot topics to get people talking this month...

ON THE RADAR THIS MONTH...

Black Business Month

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	CYCLE TO WORK DAY 1	2	3	4
SCOTTISH BANK HOLIDAY 5	6	7	8	9	10	11
12	13	14	15	16	17	18
WORLD PHOTO DAY 19	20	WORLD ENTREPRENEURS DAY 21	22	MANCHESTER PRIDE 23 <small>(Until 26th June)</small>	24	25
BANK HOLIDAY 26	27	PARALYMPICS 28 <small>(Until 8th September)</small>	29	30	31	1



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SEPTEMBER

Anyone else still feel like the new school year marks a fresh start? Or is it just another excuse to buy a new notebook? Fill yours with content ideas!

ON THE RADAR THIS MONTH...

Time to start your Christmas content plans
Back to school



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	31	1
2	3	4	INTERNATIONAL DAY OF CHARITY 5	6	7	GREAT NORTH RUN 8
9	WORLD SUICIDE PREVENTION DAY 10	11	12	13	14	15
16	17	18	19	20	21	START OF AUTUMN 22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

OCTOBER

You've made it to the fourth and final quarter of the year. But don't slow your marketing strategy down just yet – the fun's only just beginning...

ON THE RADAR THIS MONTH...

- Black History Month
- Breast Cancer Awareness Month
- Budget - Autumn Statement



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	Q4 BEGINS 1	2	3	4	5	6
NATIONAL WORK LIFE WEEK (Until 11th October) 7	8	9	WORLD MENTAL HEALTH DAY 10	YOM KIPPUR (Until 12th October) 11	12	13
14	15	BOSSES DAY 16	CONFLICT RESOLUTION DAY WORLD VALUES DAY 17	WORLD MENOPAUSE DAY 18	19	20
21	22	23	24	25	26	CLOCKS GO BACK 27
28	29	30	HALLOWEEN 31	1	2	3

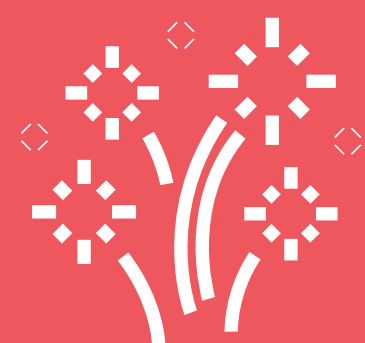
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NOVEMBER

With dates like Movember, National Stress Awareness Day, and Remembrance Sunday, this is a month filled with purpose. Embrace the opportunity to start powerful conversations.

ON THE RADAR THIS MONTH...

Movember



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	DIWALI 1	DAY OF THE DEAD 2	3
4	BONFIRE/ FIREWORKS NIGHT 5	NATIONAL STRESS AWARENESS DAY 6	7	NATIONAL STEM DAY 8	9	REMEMBRANCE SUNDAY 10
REMEMBRANCE DAY 11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	US THANKSGIVING 28	BLACK FRIDAY 29	SMALL BUSINESS SATURDAY 30	1

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DECEMBER

Ready to unwrap this month's potential? Just remember to balance all the festive posts with content that adds genuine value for your audience.

ON THE RADAR THIS MONTH...

Decembeard



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	29	30	1
CYBER MONDAY SCOTTISH BANK HOLIDAY 2	3	4	INTERNATIONAL VOLUNTEER DAY 5	6	CHRISTMAS JUMPER DAY 7	8
9	10	11	12	13	14	15
16	17	18	19	20	START OF WINTER 21	22
23	CHRISTMAS EVE 24	CHRISTMAS DAY 25 HANUKKAH (Until 2nd January)	BOXING DAY 26 KWANZAA (Until 1st January)	27	28	29
30	NEW YEAR'S EVE 31	1	2	3	4	5

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NEED A HELPING HAND WITH YOUR SOCIALS? STRUGGLING WITH YOUR STRATEGY?

Call 0161 660 9206 or email kelly@makingyoucontent.com to explore what we can do for you.

