



## KEY MARKETING DATES

2017

**This is a calendar for marketers!  
Containing details of key events and  
all-important dates for the diary.**

**Holidays are a great time to design creative  
marketing campaigns. Besides the regular  
national holidays, there are tons of other  
awareness days, both national and global,  
that focus on different subjects, many of which  
may be applicable to your brand.**

**Our advice would be to cherry pick and plan  
for events that are most relevant to your  
brand. If you need to run your creative ideas  
past us for our opinion, feel free to call us on  
0117 261 5151 or pop in for a cuppa –  
we'd love to hear from you.**

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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**KEY MARKETING DATES**

**2017**

2017

JANUARY

2017

	2	3	4	5	6	7	8
9	10	11	12	13	14	15	
17	18	19	20		22	23	24
25	26	27		29	30	31	

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

1

New Year's Day

16

Blue Monday

21

National Hug Day

28

Chinese New Year




28

National Storytelling Week

2017

FEBRUARY

2017

1	2	3			6	7	8
9	10	11	12	13		15	16
17	18	19	20	21	22	23	24
25		27					



4

Start of Rugby Six Nations

4

World Cancer Day

5

Super Bowl 51

14

Valentine's Day

26

The Oscars






28

Pancake Day

2017

MARCH

2017

	2	3	4	5	6	7	
9	10	11	12	13	14	15	16
	18	19	20	21	22	23	
25		27	28	29	30	31	



1

St David's Day

8

International Women's Day

17

St Patrick's Day

24

Red Nose Day

26

Mother's Day






26

Clocks Go Forward

2017

APRIL

2017

	2	3	4	5	6	7	8
9		11	12	13		15	16
17	18	19	20		22		24
25	26	27	28	29	30		

- Jan
- Feb
- Mar
- Apr**
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

1

April Fools' Day

10

National Gardening Week

14

Easter Weekend

21

Queen's Birthday

23

St George's Day

23

London Marathon

2017

MAY

2017

1	2	3	4	5	6	7	
			12	13	14	15	16
17		19	20	21	22	23	24
25	26		28	29	30	31	

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

**8** Mental Awareness Week

**13** Eurovision Song Contest

**10** Bike To School Day

**11** Eat What You Want Day

**18** Museum Day

**27** FA Cup Final Day

2017

JUNE

2017



2



4



6

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30

- Jan
- Feb
- Mar
- Apr
- May
- Jun**
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

1

Cricket Champions Trophy

3

Champions League Final

5

World Environmental Day

18

Father's Day

21

Glastonbury Festival

21

Summer Solstice (Longest Day)



2017

JULY

2017

	2			5	6	7	8
9	10	11	12	13	14	15	
17	18	19	20	21	22	23	
25	26	27	28	29	30	31	



1

Tour De France

3

Wimbledon

4

American Independence Day

16

British Formula 1 Grand Prix

24

Samaritans Awareness Day

2017

AUGUST

2017

1	2	3		5	6	7	
9	10	11			14	15	16
17	18		20	21	22	23	24
25	26		28	29	30	31	



**4** Athletics World Championships

**8** World Cat Day

**12** International Youth Day

**13** Left Handers Awareness Day






**19** World Photo Day

**27** British Motorcycle Grand Prix

2017

SEPTEMBER

2017

1	2	3	4	5	6	7	8
9		11	12	13		15	16
17		19	20	21		23	24
25	26	27	28	29			



**10** Great North Run

**14** National Quiet Day

**18** National Cupcake Week

**22** National Doodle Day

**30** Macmillan Coffee Morning

2017

OCTOBER

2017

	2	3		5		7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	
25	26	27	28		30		



**1** Cancer Awareness Month

**4** World Animal Day

**6** World Smile Day

**24** Baseball World Series

**29** Clocks Go Back

**31** Halloween

2017

NOVEMBER

2017

	2	3	4		6	7	8
9	10	11		13	14	15	16
17	18	19	20	21	22		
25	26	27	28	29			



1

Start of Movember

5

Bonfire Night

12

Remembrance Sunday

23

Ashes First Test

24

Black Friday

30

St Andrew's Day

2017

DECEMBER

2017

1	2		4	5	6	7	8
9	10	11	12	13			16
17	18	19	20		22	23	24
	26	27	28	29	30		

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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- 2** Small Business Saturday
- 14** World Darts
- 15** Christmas Jumper Day
- 21** Winter Solstice (Shortest Day)
- 25** Christmas Day
- 31** New Year's Eve