

2017 Marketing Planning Calendar

	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN							
JAN		1	2 BH (Scotland)	3 BH (Scotland) Q1MM Live	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25 Burns Night	26	27	28 Chinese New Year	29	30	31					
FEB					1	2	3 Q2DM order deadline	4 World Cancer Day	5	6	7	8	9	10	11	12	13	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18	19	20	21	22	23	24	25	26 Oscars	27 Fairtrade Fortnight Begins GSMA Mobile World Congress Begins	28 Shrove Tuesday					
MAR					1 Ash Wednesday	2 GSMA Mobile World Congress Ends	3 World Wildlife Day	4	5	6	7	8 International Women's Day	9	10	11	12 Fairtrade Fortnight Ends	13	14	15	16 Education Show Begins	17 BH St. Patrick's Day (ROI, NI)	18 Education Show Ends Photography Show Begins	19	20 First Day of Spring	21 Photography Show Ends	22 World Water Day	23	24 Red Nose Day	25	26 Mothering Sunday Daylight Saving Time Starts	27	28	29	30	31 End of Tax Year		
APR	1 April Fools Day	2	3 Q2MM Live	4	5	6	7 World Health Day	8	9	10	11	12	13	14 BH Good Friday	15	16 Easter Sunday	17 BH Easter Monday	18	19	20	21 Queen's Birthday	22	23 St. George's Day	24 National Stationery Week Begins	25 London Stationery Show Begins	26 London Stationery Show Ends Administrative Professionals Day	27	28	29	30 National Stationery Week Ends							
MAY			1 BH	2	3	4	5 Q3DM order deadline Save Lives Clean Hands	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29 BH Spring Bank	30	31				
JUN						1	2	3 Champions League Final BH (ROI)	4	5 BH (ROI) World Environment Day	6	7	8	9	10	11	12	13	14	15	16	17	18 Father's Day	19	20	21	22	23	24	25	26	27	28	29	30		
JUL	1	2	3 Q3MM Live VOW Venture Incentive Launch Wimbledon Begins	4	5	6	7	8	9	10	11	12	13	14	15	16 Wimbledon Ends	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31 Paperworld Ends						
AUG				1	2	3	4 Q4DM order deadline	5 World Athletics Championships Begin	6	7 BH (Scotland, ROI)	8	9	10	11	12	13 World Athletics Championships End	14	15	16	17	18	19	20	21	22	23	24	25 2018 Catalogue Order Deadline FSC Friday	26	27	28 BH Summer Bank	29	30	31 Business Fire Protection Day			
SEP							1	2	3	4	5	6 Read a Book Day	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22 First Day of Autumn	23	24	25	26	27 World's Biggest Coffee Morning	28	29	30	
OCT		1 International Coffee Day	2 Q4MM Live	3	4	5	6	7	8	9	10	11	12	13	14	15 Global Handwash Day	16	17	18	19	20	21	22	23	24	25	26	27	28	29 Daylight Saving Time Ends	30 BH (ROI)	31 Halloween					
NOV					1 Device Cleaning Month Begins	2	3	4	5 Guy Fawkes Day	6	7	8	9	10	11	12 Remembrance Sunday	13 Recycle Week Begins	14	15	16	17	18	19 Recycle Week Ends	20	21	22	23	24	25	26	27	28	29	30 BH (Scotland) Device Cleaning Month Ends			
DEC							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21 First Day of Winter	22	23	24 Christmas Eve	25 BH Christmas Day	26 BH St. Stephen's Day (Boxing Day)	27	28	29	30	31



Key: MM (myMarketing) BH (Bank Holiday) DM (Direct Mail)