

Event Calendar



2022

www.secreteventservice.com

2022 EVENT CALENDAR

This 2022 Event Calendar is a free guide to help you plan out your event schedule for this year.

It's important to remember that this is a guide and you should also take into consideration your own industry and company culture and values. There is ALWAYS an opportunity to create an amazing event!

This guide is here to help you come up with creative ideas that you can use both for internal and external event delivery.

We've also shared some tips to help you to understand the different planning phases of your events, but should you feel that your event requires professional support, we'd love to help!

Enjoy,

Team SFS x

Event Planning Tips

SECRETS TO PLANNING THE PERFECT EVENT

12 WEEKS BEFORE

BE CREATIVE!

- Time to brainstorm ideas!
- Get out your whiteboard & sticky notes
- Bounce ideas off each other within your team
- Create mind maps and vision boards.
- Think BIG
- Think who, what, why, where, when, how?
- Think about what you want to get out of your event

6 WEEKS BEFORE

GET ORGANISED!

- Time to think logistics!
- Clarify event goals
- Write down event details and timelines in a spreadsheet
- Choose exactly where your event will take place, or on what system if it's virtual.
- Prioritise and allocate tasks
- Book suppliers, speakers, transport, accommodation, etc.
- Schedule time for a practice run-through (Very important with virtual events!)
- Create a post-event plan

4 WEEKS BEFORE

GET SOCIAL!

- Time to start campaigning!
- Establish SMART event goals
- Create an event page on your website
- Send out daily social media posts, email campaigns, blog posts, press releases and more to create buzz for your event!
- Announce speakers and special guests on social media
- Offer early bird tickets and last minute offers!

Our Secret Services

VIRTUAL, HYBRID & IN-PERSON EVENT DELIVERY



ENGAGING VIRTUAL, HYBRID &
IN-PERSON CONFERENCES



INSPIRING
PRODUCT LAUNCHES



IMPACTFUL AGMS



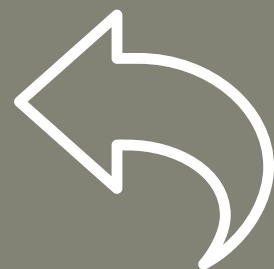
EXCITING
BRAND ACTIVATIONS



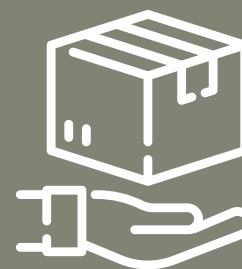
CAPTIVATING TEAM
BUILDING EVENTS



UPSCALING
EVENT PLANS



PRE-EVENT SUPPORT



EVENT DELIVERY



POST-EVENT SUPPORT

JANUARY

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 8th January, it's 12 weeks until World Autism Awareness Day

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 6th January, its 6 weeks until Random Acts of Kindness Day

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 4th January, It's 4 weeks until Dignity Action Day

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

01 Jan - New Year's Day

01-31 Jan - Veganuary

02 Jan - World Introvert Day

04 Jan - World Braille Day

11 Jan - International Paget's
Awareness Day

16 Jan - World Religion Day

17 Jan - Martin Luther King Day

17-22 Jan - Cervical Cancer Prevention Week

25 Jan - Burns Night (Scotland)

2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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27	28					

01 Feb - Dignity Action Day
 01 Feb - Chinese New Year
 01 Feb - LGBTQ+ History Month
 04 Feb - World Cancer Day
 04 Feb - Time To Talk Day
 05 Feb - Wear Red Day

07-13 Feb - Student Volunteering Week
 14 Feb - Valentine's Day
 17 Feb - Random Acts of Kindness Day

2022

FEBRUARY

12 WEEKS BEFORE - GET CREATIVE!
BRAINSTORN TIME

- On 9th February, it's 12 weeks until Deaf Awareness Week

6 WEEKS BEFORE - GET ORGANISED!
LOGISTICS TIME.

- On 4th February, it's 6 weeks until Comic Relief

4 WEEKS BEFORE - GET SOCIAL!
CAMPAIGN TIME.

- On 17th February, it's 4 weeks until St. Patrick's Day

MARCH

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 7th March its 12 weeks until Memorial Day

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 12th March it's 6 weeks until St George's Day

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 18th March, it's 4 weeks until Good Friday

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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01 Mar - Shrove Tuesday (pancake day)

01 Mar - Women's History Month

01 Mar - St Davids Day

01 Mar - Walk All Over Cancer Month

03 Mar - World Book Day

04 Mar - Employee Appreciation Day

08 Mar - International Women's Day

17 Mar - St. Patrick's Day

18 Mar - Global Recycling Day

18 Mar - Comic Relief

20 Mar - Fisrt Day Of Spring

27 Mar - Mother's Day

2022

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01 Apr - First Day of Ramadan

02 Apr - World Autism Awareness Day

07 Apr - World Health Day

10 Apr - Palm Sunday

15 Apr - Good Friday

15 Apr - World Art Day

17 Apr - Easter Sunday

22 Apr - Earth Day

23 Apr - St. George's Day

27 Apr - Stop Food Waste Day

30 Apr - Last Day of Ramadan

APRIL

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 8th April, it's 12 weeks until Plastic Free Month

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 4th April, it's 6 weeks until Dementia Awareness Week

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 14th April, it's 4 weeks until International Nurses awareness Day

2022

MAY

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 9th May, it's 12 weeks until Yorkshire Day

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 2nd May, it's 6 weeks until Men's Health Week

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 4th May, it's 4 weeks until Pride Month

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01 May - Skin Cancer Awareness Month

12 May - International Nurses Awareness Day

16 May - Dementia Awareness Week

21 May - World Day for Cultural Diversity for Dialogue and Development

2022

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01 Jun - Pride Month

01 Jun - Global Wellness Day

01 Jun - World Reef Awareness Day

05 Jun - World Environment Day

06 Jun - World Cancer Survivors Day

13 Jun - Men's Health Week

16 Jun - Growing for Well Being Week

17 Jun - National Clean Air Day

19 Jun - Fathers Day

21 Jun - World Day of Music

21 Jun - World Humanist Day

JUNE

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 13th June, it's 12 weeks until International Day of Charity

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 3rd June, it's 4 weeks until National Minority Mental Health Awareness Month

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 6th June, it's 4 weeks until United States Independence Day

2022

JULY

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 2nd July, it's 12 weeks until World's Biggest Coffee Morning with Macmillan

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 8th July, it's 6 weeks until World Humanitarian Day

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 15th July, it's 4 weeks until International Youth Day

IN JULY, CORPORATE EVENT DAYS TEND TO QUIETEN DOWN FOR A FEW MONTHS.

This gives you the opportunity to work on your event strategy for the final few months of the year. Here's a few ideas of the events could you run in Q3/Q4:

- A Product/Service Launch Day
- A Learning & Development Conference
- A Pitch Day
- A Team Building Day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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01 Jul - Plastic Free Month

01 Jul - National Minority Mental Health Awareness Month

04 Jul - United States Independence Day

28 Jul - World Nature Conservation Day

2022

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01 Aug - Yorkshire Day

12 Aug - International Youth Day

19 Aug - World Humanitarian Day

AUGUST

12 WEEKS BEFORE - GET CREATIVE!
BRAINSTORN TIME

- On 9th August, it's 12 weeks until World Vegan Day

6 WEEKS BEFORE - GET ORGANISED!
LOGISTICS TIME.

- On 4th August, it's 6 weeks until Greenpeace Day

4 WEEKS BEFORE - GET SOCIAL!
CAMPAIGN TIME.

- On 24th August, it's 4 weeks until World Alzheimer's Day

AUGUST IS ANOTHER QUIET MONTH FOR
EVENTS!

This gives you the opportunity to work on your event strategy for the final few months of the year. Here's a few ideas of the events could you run in Q3/Q4:

- A Product/Service Launch Day
- A Learning & Development Conference
- A Pitch Day
- A Team Building Day

2022

SEPTEMBER

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 2nd September, its 12 weeks until Black Friday

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 18th September, it's 6 weeks until Halloween

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 3rd September, it's 4 weeks until Black History Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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01 Sep - Blood Cancer Awareness Month

05 Sep - International Day of Charity

13 Sep - World Sepsis Day

15 Sep - Greenpeace Day

16 Sep - International Day for the Preservation of the Ozone Layer

21 Sep - World Alzheimer's Day

24 Sep - World's Biggest Coffee Morning with Macmillan

27 Sep - World Tourism Day

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01 Oct - World Vegetarian Day

01-31 Oct - Breast Cancer Awareness
Month

01 Oct - Black History Month

01 Oct - World Menopause Month

02 Oct - World Communion Sunday

06 Oct - World Cerebral Palsy Day

05 Oct - World Teachers Day

07 Oct - Dyslexia Awareness Week

10 Oct - World Mental Health Day

10-14 Oct - National Work Life Week

15 Oct - World Values Day

16 Oct - World Food Day

30 Oct - Halloween

OCTOBER

12 WEEKS BEFORE - GET CREATIVE!
BRAINSTORN TIME

- On 2nd October, it's 12 weeks until Christmas Day

6 WEEKS BEFORE - GET ORGANISED!
LOGISTICS TIME.

- On 19th October, it's 6 weeks until St. Andrew's Day (Scotland)

4 WEEKS BEFORE - GET SOCIAL!
CAMPAIGN TIME.

- On 8th October, it's 4 weeks until Guy Fawkes (Bonfire) Night

2022

NOVEMBER

12 WEEKS BEFORE - GET CREATIVE! BRAINSTORN TIME

- On 9th November, it's 12 weeks until LGBTQ+ History Month

6 WEEKS BEFORE - GET ORGANISED! LOGISTICS TIME.

- On 14th November, it's 6 weeks until Boxing Day

4 WEEKS BEFORE - GET SOCIAL! CAMPAIGN TIME.

- On 12th November, it's 4 weeks until Human Rights Day

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27	28	29	30			

01 Nov - World Vegan Day

01 Nov - Movember for Men's Health
Awareness

01 Nov - Lung Cancer Awareness Month

05 Nov - Guy Fawkes (Bonfire) Night

07 Nov - International Stress Awareness
Week

09 Nov - World Freedom Day

11 Nov - Remembrance Day

13 Nov - Remembrance Sunday

13 Nov - World Kindness Day

25 Nov - Black Friday

30 Nov - St. Andrew's Day
(Scotland)

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01 Dec - World Aids Day

09 Dec - Christmas Jumper Day

10 Dec - Human Rights Day

20 Dec - International Human Solidarity Day

24 Dec - Christmas Eve

25 Dec - Christmas Day

26 Dec - Boxing Day

31 Dec - New Year's Eve

2022

DECEMBER

12 WEEKS BEFORE - GET CREATIVE!
BRAINSTORN TIME

- On 7th December, it's 12 weeks until Walk All Over Cancer Month

6 WEEKS BEFORE - GET ORGANISED!
LOGISTICS TIME.

- On 26th December, it's 6 weeks until Time to Talk Day

4 WEEKS BEFORE - GET SOCIAL!
CAMPAIGN TIME.

- On 26th December, it's 4 weeks until Cervical Cancer Prevention Week

DECEMBER IS A GREAT MONTH TO TREAT
YOUR TEAM, TO ENSURE THEY FEEL VALUED.

It's the perfect time to celebrate collectively so that everyone knows that their hard work throughout the year has been appreciated. What do you have planned?

Contact Us

NEED HELP PLANNING YOUR EVENT?
GET IN TOUCH!



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