

2022 MARCOMS THEMES CALENDAR

February	March	April	May	June
LGBT History Month				London Festival of Architecture Month
1 Chinese/ Lunar New Year - Year of the Tiger	1 Shrove Tuesday - Pancake Day	1 April Fool's Day	1 May Day	1
2	2 Ash Wednesday	2 Ramadan begins	2 May Day Bank Holiday	2 Platinum Jubilee Holiday
3	3 World Book Day	3	3 Ramadan ends	3 Platinum Jubilee Holiday
4 Winter Olympics begin	4	4	4	4 Platinum Jubilee Holiday
5	5	5 Training: Counter Terrorism Awareness	5	5 Platinum Jubilee Holiday
6 Queen's Accession to the Throne Date Yorkshire Pudding Day	6	6	6	6 Bike Week
7 National Apprenticeship Week	7 World Health Day	7	7	7
8	8 Training: Diversity and Inclusion in the Workplace International Womens Day (#BreakTheBias)	8	8	8
9	9	9	9 Mental Health Awareness Week	9
10	10	10	10 Training: Emergency First Aid at Work	10
11	11	11	11	11
12	12	12	12	12
13	13	13	13	13
14 Valentine's Day	14	14	14	14
15	15	15 Good Friday	15	15 National Beer Day
16 Michelin Guide UK 2022 new stars	16	16	16 National vegetarian week	16 Clean Air Day
17 Training: Fire Marshal Random Acts of Kindness day	17 Training: Emergency First Aid at Work (Red Nose Day) Global recycling Day	17 Easter Sunday	17	17
18	18	18 Easter Monday	18	18
19	19	19 Bicycle Day (sustainability)	19 Training:Adult Half Day Mental Awareness	19 Father's Day
20 Winter Olympics end	20 First Day of Spring International Day of Happiness	20	20	20
21	21	21	21	21 Summer Solstice
22	22	22 Earth Day	22	22
23	23 Spring Statement	23 St George's Day	23	23
24	24	24	24	24 (World Refill Day)
25	25	25	25	25
26	26	26	26	26
27	27 Mother's Day British Summer Time (BST)	27	27	27 Wimbledon Tennis starts
28	28	28 Training: Fire Marshal	28	28
	29	29	29	29
	30	30	30 May Half term to 3 June	30
	31		31	

PROMOTIONAL FOCUS

Weekends	Social media	Social and emarketing	Organic marketing campaign
	Paid marketing campaign	Member marketing	Bank Holidays

2022 MARCOMS THEMES CALENDAR

July	August	September	October	November	December
		Sourdough September	Black History Month	November Football world cup	Christmas
1	1	1	1 Rugby league world cup starts	1 World Vegan Day	1
2	2	2	2	2	2
3	3	3	3	3 World Sandwich Day	3 Small Business Saturday
4	4	4	4	4	4
5	5	5	5	5 Bonfire Night/ Guy Fawkes	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9 Talk Money Week 9-12 Nov	9
10	10	10	10 World Mental Health Day	10	10
11	11	11	11	11 Remembrance Day	11
12	12	12	12	12	12
13	13	13	13	13 Remembrance Sunday	13
14	14	14	14	14 Christmas light switch on	14
15	15	15	15	15	15
16	16	16	16	16	16
17	17	17	17	17	17
18	18	18 London Design Festival	18	18	18
19	19	19 London Design Festival	19	19 International Mens Day	19
20	20	20 London Design Festival	20	20	20
21	21	21 London Design Festival	21	21	21
22	22	22 London Design Festival	22	22 Football World Cup Starts	22
23	23	23 World Car Free Day	23	23 Christmas Campaign starts	23
24	24	24 London Design Festival	24	24	24 Christmas Campaign ends
25	25	25 London Design Festival	25	25 Black Friday	25 Christmas Eve
26	26	26 World Environment Health day	26	26	26 Christmas Day
27	27	27	27	27	27 Boxing Day
28	28	28	28	28 Cyber Monday	28
29	29 Summer Bank Holiday	29	29	29	29
30	30	30	30	30	30
31	31	31	31 Halloween	31	31 New Year's Eve

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Social media

Social and emarketing

Organic marketing campaign

Weekends

Paid marketing campaign

Member marketing

Bank Holidays