

2022 MARCOMS THEMES CALENDAR

February	March	April	May	June
LGBT History Month			National Walking Month	London Festival of Architecture Month PRIDE MONTH
1 Chinese/ Lunar New Year - Year of the Tiger	1 Shrove Tuesday - Pancake Day Full Tube Strike	1 April Fool's Day Walk to Work 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 Full Tube Strike	3	3 Ramadan ends	3 Platinum Jubilee Holiday
4 Winter Olympics begin	4	4	4	4 Platinum Jubilee Holiday
5	5	5 Training: Meet your new police team	5	5 Platinum Jubilee Holiday World Environment Day
6 Queen's Accession to the Throne Date Yorkshire Pudding Day	6	6	6	6 Bike Week
7 National Apprenticeship Week	7	7 World Health Day	7	7
8	8 Training: Diversity and Inclusion in the Workplace International Womens Day (#BreakTheBias)	8 Candles for Ukraine Concert, Fitzrovia Chapel	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 Fitzrovia Arts Festival start
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
17 Training: Fire Marshal Random Acts of Kindness day	17 Training: Emergency First Aid at Work	17 Easter Sunday	17 Water saving week	17 National Clean Air Day
18	18 (Red Nose Day) Global recycling Day	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 Fitzrovia Arts Festival ends
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 Full restrictions ended	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 Stop Food Waste Day	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	Social media	Social and emarketing	Organic marketing campaign	
Weekends	Paid marketing campaign	Member marketing	Bank Holidays	

2022 MARCOMS THEMES CALENDAR

July	August	September	October	November	December
Plastic Free July 2022		Sourdough September	Black History Month	November Football world cup	Christmas
1	1	1	1	1	1
			Rugby league world cup starts	World Vegan Day	
2	2	2	2	2	2
3	3	3	3	3	3
				World Sandwich Day	Small Business Saturday
4	4	4	4	4	4
5	5	5	5	5	5
NHS Big Tea				Bonfire Night/ Guy Fawkes	International Volunteer Day
6	6	6	6	6	6
Women's Euros 2021 starts					
7	7	7	7	7	7
World Chocolate Day					
8	8	8	8	8	8
	Commonwealth Games Ends				
9	9	9	9	9	9
Eid				Talk Money Week 9-12 Nov	
10	10	10	10	10	10
Wimbledon Tennis Final Day			World Mental Health Day		
11	11	11	11	11	11
				Remembrance Day	
12	12	12	12	12	12
13	13	13	13	13	13
				Remembrance Sunday	
14	14	14	14	14	14
				Christmas light switch on	
15	15	15	15	15	15
16	16	16	16	16	16
17	17	17	17	17	17
		London Design Festival			
18	18	18	18	18	18
		London Design Festival			
19	19	19	19	19	19
		London Design Festival		International Mens Day	
20	20	20	20	20	20
		London Design Festival			
21	21	21	21	21	21
		London Design Festival		Football World Cup Starts	
22	22	22	22	22	22
		World Car Free Day		Christmas Campaign starts	
23	23	23	23	23	23
		London Design Festival Autumn Budget			Christmas Campaign ends
24	24	24	24	24	24
		London Design Festival			Christmas Eve
25	25	25	25	25	25
		London Design Festival		Black Friday	Christmas Day
26	26	26	26	26	26
		World Environment Health day			Boxing Day
27	27	27	27	27	27
28	28	28	28	28	28
Commonwealth Games starts				Cyber Monday	
29	29	29	29	29	29
	Summer Bank Holiday			Giving Tuesday	
30	30	30	30	30	30
31	31	31	31	31	31
Women's Euros Final Day			Halloween		New Year's Eve
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