



# JANUARY 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
	01 New Year's Day	02 Day After New Year's Day	03	04	05 Twelfth Night	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22 Wellington Anniversary	23	24	25	26 Australia Day	27
28	29 Northland, Auckland, and Nelson Anniversary	30	31			

Start planning as early as you can, but it's never too late to get involved in a promotion if it suits your brand.



# FEBRUARY 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
				01	02	03 Ice Cream for Breakfast Day
04 World Cancer Day, Start of Doppelganger Week	05	06 Waitangi Day	07	08	09 Start of Winter Olympics	10 End of Doppelganger Week
11 International Day of Women and Girls in Science	12 Darwin Day	13 World Radio Day, Mardi Gras	14 Valentines Day	15 Singles Awareness Day	16 Chinese New Year	17
18 International Drink Wine Day	19	20	21	22	23	24
25 End of Winter Olympics	26	27 International Polar Bear Day	28			

Consider not only how your brand connects with events and promotions, but how your target shoppers do too.



# MARCH 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
				01 First Day of Autumn	02 Employee Appreciation Day, Dr Seuss Day	03 World Wildlife Day, Start of NZ Seaweeek
04 Children's Day	05	06	07	08 International Women's Day	09	10 Walk to Work Day
11 End of NZ Seaweeek	12 Taranaki Anniversary, Start of Global Money Week	13	14 Pi Day	15 World Contact Day	16 World Sleep Day, Panda Day	17 St Patrick's Day
18 End of Global Money Week	19	20 March Equinox, International Day of Happiness	21 World Poetry Day, World Puppetry Day, International Colour Day	22 Race Relations Day	23	24
25 Tolkien Reading Day	26 Otago Anniversary	27	28	29	30 Good Friday	31

Take advantage of opportunities when retail stores are closed, as shoppers continue to look for deals online.



# APRIL 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
01 April Fools Day, End of Daylight Saving	02 Easter Monday	03 Southland Anniversary	04 Start of Commonwealth Games	05	06	07 World Health Day
08	09	10 Siblings Day	11	12	13 Friday the 13th	14 Start of School Holidays
15 End of Commonwealth Games	16	17	18 Administrative Professionals' Day	19	20 Poppy Day	21 National Tea Day
22 Earth Day	23 World Book Day	24	25 ANZAC Day	26	27	28 World Health and Safety at Work Day
29 End of School Holidays, International Dance Day	30 International Jazz Day					

Be careful around the legal entanglements of ambush marketing. A word change or clever image may suffice.



# MAY 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
		01 May Day	02	03	04 Star Wars Day	05 Cinco de Mayo
06 World Laughter Day, International No Diet Day	07 Start of NZ Sign Language Week	08	09	10	11	12 International Nurses Day
13 Mother's Day, End of NZ Sign Language Week	14	15 International Day of Families	16	17	18 Pink Shirt Day	19
20	21	22	23 World Turtle Day	24	25 Geek Pride Day, Towel Day	26
27	28	29	30	31 World Smokefree Day		

Show the personality of your brand by sharing photos of staff involvement in events and promotions.



# JUNE 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
					01 First Day of Winter, World Milk Day	02
03	04 Queen's Birthday	05 World Environment Day	06	07	08 World Oceans Day	09
10	11	12	13	14 World Blood Donor Day	15 Start of Matariki	16 International Surfing Day
17	18	19	20 World Refugee Day	21 June Solstice, Music Day, World Giraffe Day	22	23
24	25	26	27	28	29	30

Just because an idea doesn't work the first time, don't just throw it out. Learn, adapt, try again.



# JULY 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
01 Canada Day	02 World UFO Day	03	04 America's Independence Day	05	06	07 Start of School Holidays, World Chocolate Day
08	09	10 Teddy Bears Picnic Day	11 World Population Day	12	13 Friday the 13th	14 Bastille Day
15	16	17 World Emoji Day	18 Nelson Mandela International Day	19	20	21
22 End of School Holidays	23	24	25 Midwinter Christmas	26	27	28
29 International Tiger Day	30	31 Friendship Day				

Show appreciation to your existing customer base. They are often your best sales people.



# AUGUST 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
			01	02	03 International Beer Day	04
05	06	07	08	09 International Day of Indigenous People	10 World Lion Day	11
12 International Youth Day, World Elephant Day	13	14	15	16	17	18
19 World Orangutan Day	20	21	22	23	24	25
26	27 Start of NZ Fashion Week	28	29	30 Daffodil Day	31	

Social media giveaways are a great simple way to gain new followers and potential customers.





# SEPTEMBER 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
						01 First Day of Spring, Random Acts of Kindness Day
02 Father's Day, End of NZ Fashion Week	03	04	05 International Day of Charity	06	07	08 International Literacy Day
09	10 Start of Maori Language Week	11	12 eDay	13	14	15 International Red Panda Day
16 End of Maori Language Week	17	18	19 International Talk Like a Pirate Day	20	21 International Day of Peace	22 Hobbit Day, World Car-Free Day
23 September Equinox, International Day of Sign Languages	24 South Canterbury Anniversary	25 World Pharmacists Day	26	27 World Tourism Day	28 NZ Suffrage Day, Loud Shirt Day	29 Start of School Holidays, World Heart Day
30 Start of Daylight Saving	<div style="border: 2px solid #0099cc; padding: 10px; text-align: center;"> <p>Celebrate the small wins. They all add up over time.</p> </div>					



# OCTOBER 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
	World Vegetarian Day, International Day of Older Persons	01 02	03	04 World Animal Day	05 World Teachers' Day, World Smile Day	06
07	Canada's Thanksgiving	World Post Day	World Mental Health Day	World Sight Day	12	13
14 End of School Holidays	15	16 World Food Day	17	18	19 Hawke's Bay Anniversary	20
21 Labour Day	22	23	24	25	26	27
28 Marlborough Anniversary	29	30	31 Halloween			

Doing good is just as important as doing well. Aligning with a charity helps both parties.



# NOVEMBER 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
				01 World Vegan Day	02	03
04	Guy Fawkes	05 Melbourne Cup	06 Start of Diwali, Start of NCEA Exams	07	08	09 End of Diwali
11 Armistice Day, Singles Day	12	13 World Kindness Day	14	15	16 Canterbury Anniversary	17
18	19 International Men's Day	20	21 World Television Day, World Hello Day	22 America's Thanksgiving	23 Black Friday	24
25 White Ribbon Day	26 Cyber Monday	27	28	29	30 End of NCEA Exams	

Reach out to networking groups to make connections that are more than just about business.



# DECEMBER 2018

SUN	MON	TUES	WED	THUR	FRI	SAT
						01 First Day of Summer
02 Start of Hanukkah	03 Westland and Chatham Islands Anniversary	04	05 World Volunteers Day	06	07	08
09	10 End of Hanukkah, World Human Rights Day	11	12	13	14 World Monkey Day	15
16	17	18	19	20	21 December Solstice	22
23 Festivus	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28	29
30	31 New Year's Eve	Sometimes the simplest ideas are the best ideas.				