

CISION One

2026

PR & COMMS CONTENT PLANNING CALENDAR



04

12

13

11

19

18



26

25

HOW TO USE THIS CALENDAR

The 2026 PR & Comms Content Planning Calendar is designed to guide you through the creation of your annual content strategy and communications plan. Use this calendar to identify key dates to inspire and inform campaigns, key messaging, and other relevant content that will resonate with the right audiences at the right times.

This year's calendar includes a mix of major, widely recognized holidays and observances (Black History Month, Earth Day, Super Bowl), as well as less traditional, more fun events (World Animal Day, Star Wars Day) to provide a range of opportunities to engage audiences throughout the year. PR and comms teams looking for networking events and professional opportunities will see those reflected in the calendar as well.

Finally, to help you get the most out of this resource, we've included expert-led tips for thoughtful, effective, and strategic content and campaign planning throughout 2026 and beyond.

Note: Some dates in this calendar are subject to change, so always verify any content that is dependent on a specific event.





2026

**MENTAL
WELLNESS
MONTH**



TOP TIPS



For example, instead of saying “increase media coverage,” a SMART goal would be: “Secure 50 media mentions in top-tier industry publications within 30 days of our campaign launch.”

SUNDAY

NEW
YEAR'S
DAY

MAHAYANA

04

05

06

**CONSUMER
ELECTRONICS
SHOW (CES)**

ENDS JAN 9

07

08

09

10

17

**GOLDEN
GLOBES**

12

13

CREATOR
ECONOMY
LIVE WEST

ENDS JAN 14

14

ORTHODOX NEW YEAR

15

16

17

18

19

**MARTIN
LUTHER
KING JR.
DAY**

20

24



NO
AMERICA
ENDS JAN 23

2.

SUNDANCE
FILM
FESTIVAL

ENDS FEB 1

23

WINTER
X GAMES

ENDS JAN 25

24

**NEW YORK
TRAVEL
SHOW**

ENDE JAN 25

25

FEB



[SEE THE FULL LIST OF FEBRUARY EVENTS](#)

TOP TIPS

NARROW YOUR FOCUS FOR
MAXIMUM IMPACT



With so many holidays and awareness days throughout the year, it's easy to overextend your team. Instead, focus on the moments that make the most sense for your brand.

Ask: Does this event support a key message we're trying to share? Would our audience care? Does it align with our brand voice or values? Prioritizing the right event leads to more thoughtful, relevant, and effective campaigns.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

01

GRAMMY
AWARDS

02

GROUND-
HOG
DAY

03

04

WORLD
CANCER
DAY

05

06

WINTER
OLYMPIC
GAMES

ENDS FEB 22

07

08

SUPER
BOWL
LX

09

10

11

12

13

14

VALENTINE'S
DAY

15

16

PRESIDENTS'
DAY

17

MARDI
GRAS

18

19

LONDON
FASHION
WEEK

ENDS FEB 23

20

21

22

23

24

MARKETING
& COMMS
SUMMIT

ENDS FEB 26

25

26

27

28

MAR



[SEE THE FULL LIST OF MARCH EVENTS](#)

TOP TIPS

CREATE AUDIENCE PERSONAS



Your PR strategy won't work if you don't know who you're talking to. Go beyond basic demographics and create audience personas to craft more effective messaging. Use survey data, focus groups, sales team feedback, social listening insights, and review sites or forums to understand their perceptions, behaviors, motivators, and challenges. Then tailor your content and messaging to speak directly to each segment.

The more specific your targeting, the more likely your message will break through the noise.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						01
02 MOBILE WORLD CONGRESS ENDS MAR 5	03 WORLD WILDLIFE DAY	04	05 INT'L PUBLIC RELATIONS RESEARCH CONFERENCE ENDS MAR 7	06 WINTER PARALYMPIC GAMES ENDS MAR 15	07	08 INT'L WOMEN'S DAY
09 RAGAN SOCIAL MEDIA CONFERENCE ENDS MAR 11	10	11	12 SXSW ENDS MAR 18	13	14	15 ACADEMY AWARDS
16	17 ST. PATRICK'S DAY	18	19	20 SPRING EQUINOX	21	22
23	24	25	26	27	28 EARTH HOUR	29
30	31 INT'L TRANSGENDER DAY OF VISIBILITY					

HIGHLIGHTS

Q1

JAN

Go to the January calendar

FEB

Go to the February calendar

MAR

Go to the March calendar

JANUARY EVENTS

- 01 | **New Year's Day**
- 02 | **Science Fiction Day**
- 03 | **Mahayana**
- 06 | **Consumer Electronics Show** ends Jan 9
- 07 | **Orthodox Christmas Day**
- 11 | **Golden Globes**
- 12 | **Australian Open Tennis**
- 13 | **Creator Economy Live West** ends Feb 1
- 14 | **Orthodox New Year**
- 17 | **International Mentoring Day**
- 19 | **Martin Luther King Jr. Day**
- 19 | **World Economic Forum** ends Jan 23
- 21 | **Fitur: Int'l Tourism Trade Fair** ends Jan 25
- 21 | **Int'l Media Marketplace North America** ends Jan 22
- 22 | **Sundance Film Festival** ends Feb 1
- 23 | **Winter X Games** ends Jan 25
- 24 | **International Education Day**
- 24 | **New York Travel Show** ends Jan 25
- 27 | **Holocaust Remembrance Day**
- 27 | **National Geographic Day**
- 28 | **Lego Day**
- 28 | **Data Privacy Day**

FEBRUARY EVENTS

- 01 | **Grammy Awards**
- 02 | **Groundhog Day**
- 02 | **Laylat al Bara'a** ends Feb 3
- 04 | **World Cancer Day**
- 06 | **AI Action Summit** ends Feb 11
- 06 | **Winter Olympics** ends Feb 22
- 07 | **Chicago Auto Show** ends Feb 16
- 08 | **Super Bowl LX**
- 10 | **Safer Internet Day**
- 12 | **Berlin Film Festival** ends Feb 22
- 12 | **New York Fashion Week** ends Feb 17
- 13 | **Munich Security Conference** ends Feb 15
- 13 | **World Radio Day**
- 14 | **Valentine's Day**
- 15 | **NBA All-Star Game**
- 16 | **Presidents' Day**
- 17 | **Ramadan** ends Mar 18
- 17 | **Random Acts of Kindness Day**
- 17 | **Mardi Gras / Shrove Tuesday**
- 17 | **Chinese New Year**
- 18 | **Ash Wednesday**
- 19 | **London Fashion Week** ends Feb 23
- 20 | **World Day of Social Justice**
- 22 | **BAFTA Film Awards**
- 24 | **Flag Day in Mexico**
- 24 | **Marketing & Communications Summit** ends Feb 26
- 24 | **Milan Fashion Week** ends Mar 2
- 27 | **World NGO Day**

MARCH EVENTS

- 01 | **Tokyo Marathon**
- 02 | **Paris Fashion Week** ends Mar 10
- 02 | **Mobile World Congress** ends Mar 5
- 02 | **Purim** ends Mar 3
- 03 | **Lantern Festival**
- 03 | **World Wildlife Day**
- 03 | **Holi: Hindu Festival of Color** ends Mar 4
- 03 | **ITB Berlin** ends Mar 5
- 05 | **World Book Day**
- 06 | **Winter Paralympics** ends Mar 15
- 08 | **International Women's Day**
- 09 | **Commonwealth Day**
- 09 | **International Media Marketplace UK** ends Mar 10
- 09 | **Ragan Social Media Conference** ends Mar 11
- 12 | **SXSW** ends Mar 18
- 13 | **World Sleep Day**
- 15 | **Academy Awards**
- 15 | **World Consumer Rights Day**
- 15 | **Mother's Day (UK)**
- 17 | **NCAA Finals/March Madness** ends Apr 6
- 17 | **St. Patrick's Day**
- 18 | **World Recycling Day**
- 19 | **Eid al-Fitr** ends Mar 20
- 20 | **Spring Equinox**
- 21 | **Tomorrowland Winter** ends Mar 28
- 27 | **World Theater Day**
- 28 | **Earth Hour**
- 29 | **National Vietnam War Veterans Day (U.S.)**
- 31 | **International Transgender Day of Visibility**

APR



SEE THE FULL LIST OF APRIL EVENTS

TOP TIPS

**SYNC WITH PRODUCT,
MARKETING, AND SALES**



The most effective PR teams do not work in silos. Syncing with product, marketing, social media, and sales teams ensures that PR efforts are strategically aligned across the business, leading to more cohesive messaging and stronger campaigns.

Schedule regular check-ins with these teams to understand upcoming launches, challenges, and customer feedback. Use the time to collaborate on campaign ideas and align on go-to-market messaging.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		01 APRIL FOOL'S DAY	02 HOLY THURSDAY	03 GOOD FRIDAY	04	05 EASTER SUNDAY
06	07 WORLD HEALTH DAY	08	09 U.S. MASTERS TOURNAMENT ENDS APR 12	10 COACHELLA ENDS APR 19	11	12
13	14	15 TAX DAY (U.S.)	16	17	18	19
20	21 INT'L CREATIVITY & INNOVATION DAY	22 EARTH DAY	23	24	25	26 LONDON MARATHON
27 POSSIBLE ENDS APR 29	28 SOCIAL MEDIA MARKETING WORLD ENDS APR 30	29	30			

MAY



[SEE THE FULL LIST OF MAY EVENTS](#)

TOP TIPS

BUILD FLEXIBILITY INTO YOUR CONTENT PLAN



Even the most well-structured content calendar can be derailed by breaking news, industry shifts, or unexpected events. Build in flexibility so your team can pivot if needed – whether that means pausing or repurposing scheduled content, shifting resources, or reworking key messages.

Having a little breathing room not only enables you to stay agile and relevant when circumstances change, it also gives you space to jump on emerging trends or be a part of timely conversations that elevate your brand's visibility.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				01	02 KENTUCKY DERBY	03 WORLD PRESS FREEDOM DAY
04 MET GALA	05 CINCO DE MAYO	06	07	08	09 EUROPE DAY	10 MOTHER'S DAY (U.S.)
11 PGA CHAMPIONSHIP ENDS MAY 17	12 CANNES FILM FESTIVAL ENDS MAY 23	13	14 PR360 ENDS MAY 15	15	16	17
18 FRENCH OPEN TENNIS ENDS JUNE 7	19	20	21 SHAVOUT ENDS MAY 23	22	23	24
25 MEMORIAL DAY	26	27	28 AMNESTY INT'L DAY	29	30	31

HIGHLIGHTS

Q2

APR

Go to the April calendar

MAY

Go to the May calendar

JUN

Go to the June calendar

APRIL EVENTS

- 01 | April Fool's Day
- 01 | Passover ends Apr 9
- 02 | World Autism Awareness Day
- 02 | Holy Thursday
- 03 | Good Friday
- 05 | Easter Sunday
- 06 | Easter Monday
- 07 | World Health Day
- 09 | Masters Tournament ends Apr 12
- 10 | Coachella ends Apr 19
- 12 | Paris Marathon
- 14 | Social Media Week ends Apr 16
- 15 | Tax Day (U.S.)
- 15 | World Art Day
- 18 | World Heritage Day
- 19 | NBA Playoffs begin
- 20 | Boston Marathon
- 21 | International Creativity and Innovation Day
- 22 | Earth Day
- 23 | Shakespeare Day
- 23 | Take Your Daughters and Sons to Work Day
- 25 | World Veterinary Day
- 26 | London Marathon
- 27 | POSSIBLE ends Apr 29
- 28 | Social Media Marketing World ends Apr 30
- 28 | Workers' Memorial Day
- 29 | International Dance Day
- 30 | International Jazz Day

MAY EVENTS

- 02 | Kentucky Derby
- 03 | World Press Freedom Day
- 04 | Met Gala Ball
- 04 | Star Wars Day
- 05 | Cinco de Mayo
- 08 | VE Day
- 09 | World Fair Trade Day
- 09 | Europe Day
- 10 | Mother's Day (U.S.)
- 11 | PGA Championship ends May 17
- 12 | Cannes Film Festival ends May 23
- 12 | International Nurses Day
- 14 | PR360 ends May 15
- 18 | French Open Tennis ends Jun 7
- 21 | Shavout ends May 23
- 25 | Memorial Day
- 25 | Africa Day
- 26 | Eid al-Adha ends May 30
- 28 | Amnesty International Day
- 28 | World Hunger Day
- 30 | UEFA Champions League Final

JUNE EVENTS

- 01 | Pride Month ends Jun 30
- 3 | PR Daily Conference ends Jun 5
- 05 | F1 Monaco Grand Prix ends Jun 7
- 05 | World Environment Day
- 06 | Higher Education Day
- 08 | World Oceans Day
- 11 | FIFA World Cup ends Jul 19
- 11 | Bonnaroo ends Jun 14
- 12 | Superman Day
- 13 | 24 Hours of Le Mans ends Jun 14
- 13 | Global Wellness Day
- 14 | IABC World Conference ends Jun 16
- 16 | Islamic New Year ends Jun 17
- 18 | U.S. Open Golf ends Jun 21
- 18 | Autistic Pride Day
- 18 | International Picnic Day
- 19 | Juneteenth
- 20 | Special Olympics U.S.A. Games ends Jun 26
- 21 | Father's Day
- 21 | Summer Solstice
- 21 | World Music Day
- 21 | International Yoga Day
- 22 | Cannes Lions ends Jun 26
- 23 | International Women in Engineering Day
- 24 | Midsummer's Day
- 26 | Take Your Dog to Work Day
- 28 | Stonewall Anniversary
- 29 | Wimbledon Tennis ends Jul 12
- 29 | International Camera Day
- 30 | Social Media Day

JUL



[SEE THE FULL LIST OF JULY EVENTS](#)

TOP TIPS

RUN A MID-YEAR CONTENT AUDIT



It's half-way through the year – how are you progressing? A truly effective PR plan is the result of continual analysis and refinement, so make sure you're tracking and reviewing performance data (mentions, share of voice, social engagement, brand sentiment, etc.) at least a few times a year, if not monthly or even weekly.

Use media monitoring and social listening tools like CisionOne to gather insight into such questions as: Did your content drive traffic or engagement? Were your pitches picked up? Which days generated the most media interest or social buzz? Reviewing results regularly not only highlights what's working, but it also helps you learn from what isn't, letting you know where to pivot.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		01 CANADA DAY	02	03	04 U.S.A. INDEPENDENCE DAY	05
06	07	08	09	10	11	12
13	14 INT'L NON-BINARY PEOPLE'S DAY	15	16 WORLD PR DAY	17	18 NELSON MANDELA DAY	19
20	21	22	23 COMMON-WEALTH GAMES ENDS AUG 2	24	25	26
27	28	29	30 INT'L DAY OF FRIENDSHIP	31		

AUG



SEE THE FULL LIST OF **AUGUST EVENTS**

TOP TIPS

DO MORE
WITH LESS



Maximize the impact of your PR efforts by repurposing and refreshing existing content. Revisit high-performing or evergreen pieces from last year — such as executive bylines, seasonal campaigns, or media placements — and give them a new twist that aligns with current trends or audience needs.

A single asset can live multiple lives: Turn an executive byline into a webinar, podcast topic, or social media series. Or pull key stats or data points from a research report to fuel media pitches and thought leadership articles. This approach not only saves time and resources — it ensures consistent messaging while meeting your audience where they are.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

01

WORLD
WIDE
WEB DAY

02

03

04

05

06

07

INT'L
BEER
DAY

08

09

INT'L
DAY OF THE
WORLD'S
INDIGENOUS
PEOPLES

10

11

12

INT'L
YOUTH
DAY

13

14

15

16

17

18

19

WORLD
HUMANITARIAN
DAY

20

21

22

23

24

25

26

MAWLID
AL-NABI

27

28

29

30

BURNING
MAN

ENDS SEP 6

31

U.S.
TENNIS
OPEN

ENDS SEP 13



TOP TIPS



Keep up with industry trends by setting aside time each month to attend industry webinars or workshops, review trade publications, and monitor competitor activity. Schedule time for brainstorming sessions throughout the year with cross-functional teams – like product, marketing, social media, and sales – to identify any content gaps and collaborate on new ideas.

SUNDAY

06

13

**ROSH
HASHANAH**

ENDS SEP 13

16

INBOUND

LONDON
FASHION
WEEK

ENDS SEP 18

ENDS SEP 27

14

15

21

22

23

24

25

26

27

**INT'L
DAY OF
PEACE**

**AUTUMN
EQUINOX**

SUKKOT

ENDS OCT 2

YOM
KIPPUR

ENDS SEP 21

**BERLIN
MARATHON**

28

29

30

**WORLD
HEART
DAY**

INT'L
PODCAST
DAY

HIGHLIGHTS

Q3

JUL

[Go to the July calendar](#)

AUG

[Go to the August calendar](#)

SEP

[Go to September calendar](#)

JULY EVENTS

- 01 | **Canada Day**
- 03 | **F1 British Grand Prix** ends Jul 5
- 04 | **U.S. Independence Day**
- 04 | **Tour de France** ends Jul 26
- 07 | **World Chocolate Day**
- 12 | **The Open Championship** ends Jul 19
- 14 | **International Non-Binary People's Day**
- 14 | **Bastille Day**
- 14 | **2026 MLB All-Star Game**
- 16 | **World PR Day**
- 17 | **International Justice Day**
- 18 | **Nelson Mandela Day**
- 23 | **Commonwealth Games** ends Aug 2
- 24 | **International Self-Care Day**
- 27 | **National Korean War Veterans Armistice Day**
- 30 | **International Day of Friendship**

AUGUST EVENTS

- 01 | **World Wide Web Day**
- 01 | **Emancipation Day**
- 06 | **Hiroshima Day**
- 07 | **International Beer Day**
- 08 | **World Cat Day**
- 09 | **International Day of the World's Indigenous Peoples**
- 09 | **Book Lovers Day**
- 10 | **International Vlogging Day**
- 12 | **International Youth Day**
- 15 | **VJ Day (UK)**
- 15 | **International Relaxation Day**
- 19 | **World Humanitarian Day**
- 19 | **World Photography Day**
- 25 | **Mawlid al-Nabi** ends Aug 26
- 26 | **International Dog Day**
- 30 | **Burning Man** ends Sep 6
- 31 | **U.S. Tennis Open** ends Sep 13

SEPTEMBER EVENTS

- 02 | **VJ Day (U.S.)**
- 05 | **International Day of Charity**
- 07 | **Labor Day**
- 08 | **International Literacy Day**
- 10 | **World Suicide Prevention Day**
- 10 | **International Makeup Day**
- 11 | **Rosh Hashanah** ends Sep 13
- 15 | **Hispanic Heritage Month** ends Oct 15
- 15 | **International Day of Democracy**
- 16 | **World Ozone Day**
- 16 | **INBOUND** ends Sep 18
- 17 | **London Fashion Week** ends Sep 21
- 18 | **International Equal Pay Day**
- 20 | **Yom Kippur** ends Sep 21
- 21 | **International Day of Peace**
- 21 | **World Gratitude Day**
- 21 | **World Alzheimer's Day**
- 23 | **Bi Visibility Day**
- 23 | **Autumn Equinox**
- 24 | **World Bollywood Day**
- 25 | **Sukkot** ends Oct 2
- 25 | **World Dream Day**
- 27 | **World Tourism Day**
- 27 | **Berlin Marathon**
- 27 | **International SEO Day**
- 29 | **World Heart Day**
- 30 | **International Podcast Day**
- 30 | **World Maritime Day**



2026
BREAST
CANCER
AWARENESS
MONTH

TOP TIPS



This is also a good opportunity to explore your social listening capabilities to ensure your tools are set up to spot the early signs of a crisis brewing. A proactive plan now can save your brand's reputation later.

CISION.COM 2026 PR & COMMS CONTENT PLANNING CALENDAR

NOV



[SEE THE FULL LIST OF NOVEMBER EVENTS](#)

TOP TIPS

COMBINE EARNED AND OWNED



Make sure your earned media efforts are amplified through your owned channels. Add press hits to your press page, customer-facing newsletters, social feeds, and internal communications. The additional promotion will maximize your PR investment by extending reach beyond the original publication's audience.

This not only boosts visibility but helps reinforce key messages and provides additional value for leadership and stakeholders looking for measurable outcomes.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY





2026

MONTH
OF GIVING



TOP TIPS



Celebrate your wins and turn your losses into lessons. Then start drafting ideas and priorities for next year with those insights top of mind—future-proofing your strategy and setting your team up for success.

NEW
YEAR'S
EVE

HIGHLIGHTS

Q4

OCT

[Go to the October calendar](#)

NOV

[Go to November calendar](#)

DEC

[Go to December calendar](#)

OCTOBER EVENTS

- 01 | **International Music Day**
- 01 | **International Conference on Communications and Media Studies** ends Oct 2
- 01 | **International Coffee Day**
- 02 | **Shemini Atzeret** ends Oct 4
- 04 | **World Animal Day**
- 05 | **World Teachers' Day**
- 10 | **World Mental Health Day**
- 11 | **National Coming Out Day (U.S.)**
- 11 | **Chicago Marathon**
- 12 | **World Arthritis Day**
- 12 | **Canadian Thanksgiving Day**
- 12 | **Indigenous Peoples' Day**
- 16 | **World Food Day**
- 20 | **International Chefs Day**
- 22 | **Global PR Summit Middle East** ends Oct 23
- 24 | **United Nations Day**
- 25 | **International Artists Day**
- 31 | **Halloween**

NOVEMBER EVENTS

- 01 | **Day of the Dead** ends Nov 2
- 01 | **New York Marathon**
- 01 | **All Saints' Day**
- 02 | **All Souls' Day**
- 08 | **Diwali** ends Nov 12
- 11 | **Veterans Day**
- 13 | **World Kindness Day**
- 14 | **World Diabetes Day**
- 15 | **World Public Relations Forum** ends Nov 21
- 16 | **International Day of Tolerance**
- 17 | **International Students' Day**
- 19 | **International Men's Day**
- 21 | **World Television Day**
- 26 | **Thanksgiving**
- 27 | **Black Friday**
- 28 | **Small Business Saturday**
- 30 | **Cyber Monday**

DECEMBER EVENTS

- 01 | **World AIDS Day**
- 01 | **Giving Tuesday**
- 04 | **F1 Abu Dhabi Grand Prix - season finale** ends Dec 6
- 04 | **Hanukkah** ends Dec 12
- 05 | **International Volunteer Day**
- 10 | **Human Rights Day**
- 10 | **Christmas Jumper Day**
- 14 | **Green Monday**
- 15 | **Bill of Rights Day**
- 19 | **Super Saturday**
- 21 | **Winter Solstice**
- 23 | **Festivus**
- 24 | **Christmas Eve**
- 25 | **Christmas Day**
- 26 | **Kwanzaa** ends Jan 1
- 26 | **Boxing Day (UK)**
- 31 | **New Year's Eve**

ABOUT CISION

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including CisionOne, Brandwatch, and PR Newswire, enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.

To find out how leading PR and communications teams partner with Cision to plan and execute their content strategies, get in touch with an expert today.

[SPEAK TO AN EXPERT](#)



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