

CISION One

2026

# PR & COMMS CONTENT PLANNING CALENDAR



# 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.



# JAN



SEE THE FULL LIST OF JANUARY EVENTS

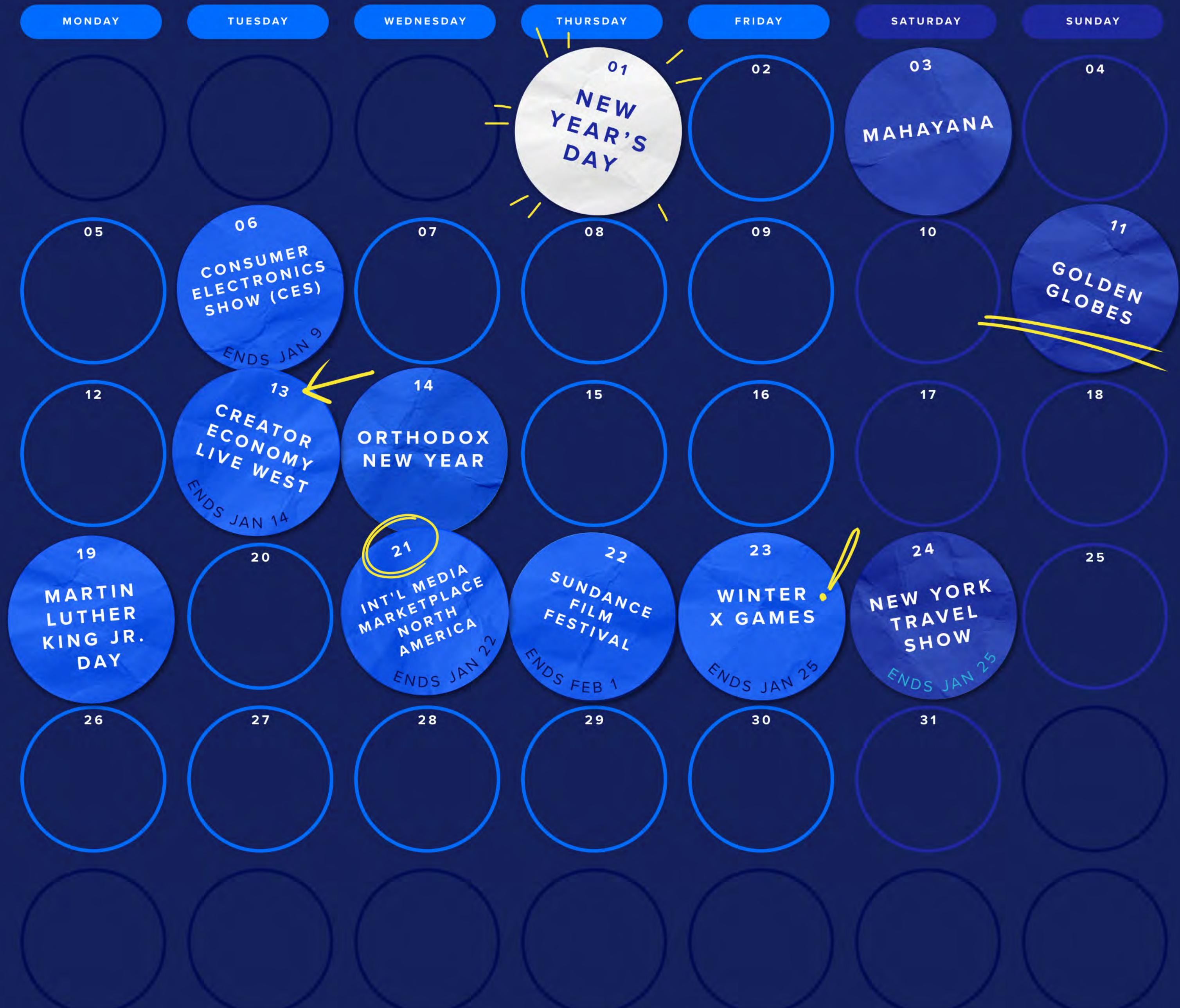
## TOP TIPS

SET 2026 UP FOR SUCCESS  
WITH SMART GOALS



Use the SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) framework, which is designed to help teams focus, create structure, and prioritize what matters most. That means defining exactly what you want to accomplish, aligning with business objectives, setting realistic targets based on available resources, and attaching clear metrics and deadlines.

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.”



# FEB



SEE THE FULL LIST OF **FEBRUARY EVENTS**

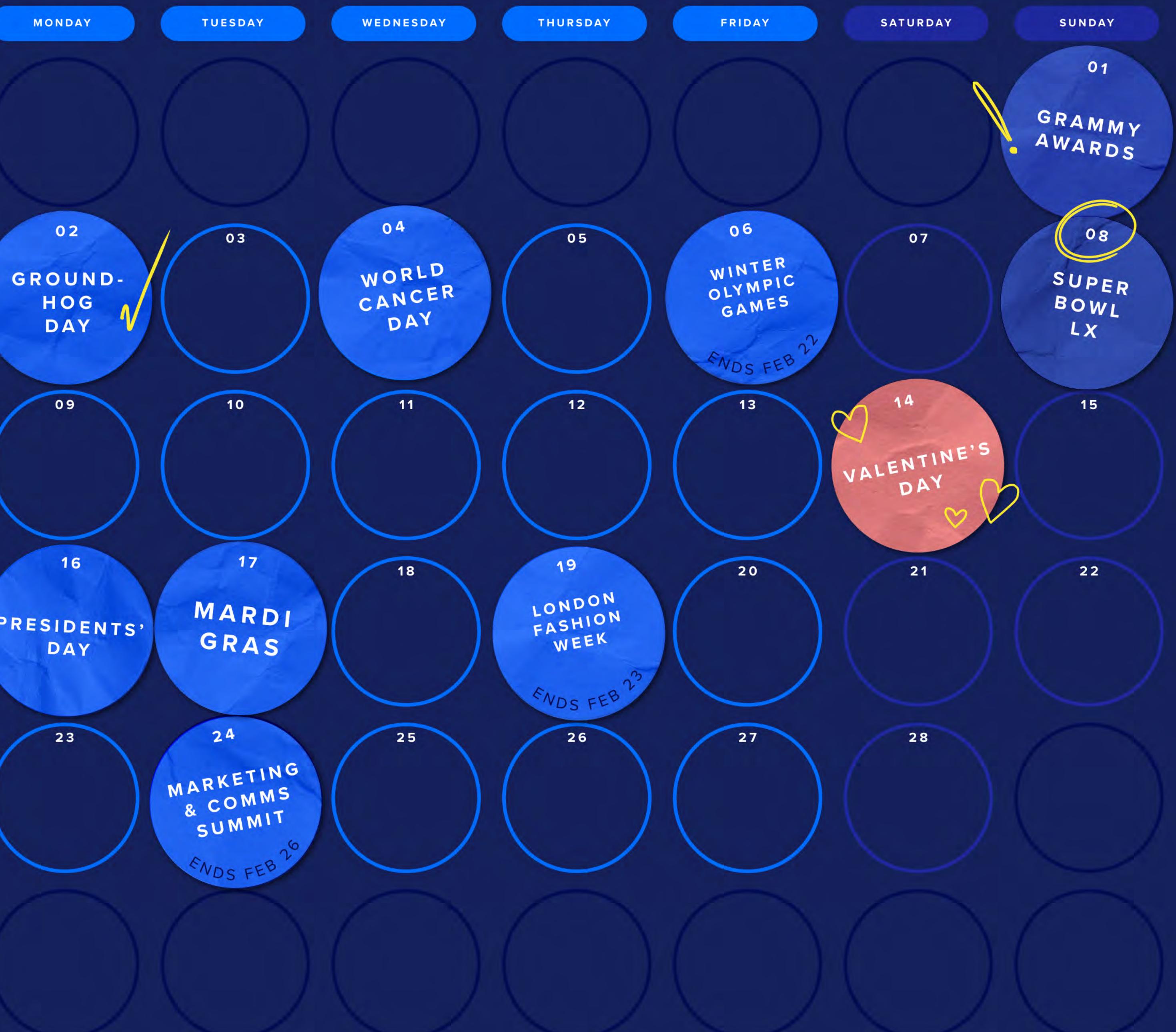
## TOP TIPS

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.



# MAR

## 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.



SEE THE FULL LIST OF MARCH EVENTS



## 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.



# 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.



# JUNE

SEE THE FULL LIST OF JUNE EVENTS

## TOP TIPS

EARN MORE COVERAGE WITH PERSONALIZED OUTREACH



Journalists and influencers are key to generating earned media for your content, but reaching the right ones starts with proper targeting. Most journalists will automatically reject a pitch if it isn't relevant to their audience, according to the 2025 State of the Media Report.

This is where a quality media database like CisionOne Outreach can be a game changer. By enabling you to quickly identify reporters who are actively covering your industry or competitors, see recently published work, up-to-date contact info, and pitching preferences, these tools help you craft personalized pitches that are far more likely to get noticed and picked up.



## 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.



# 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.



# SEPT



SEE THE FULL LIST OF **SEPTEMBER EVENTS**

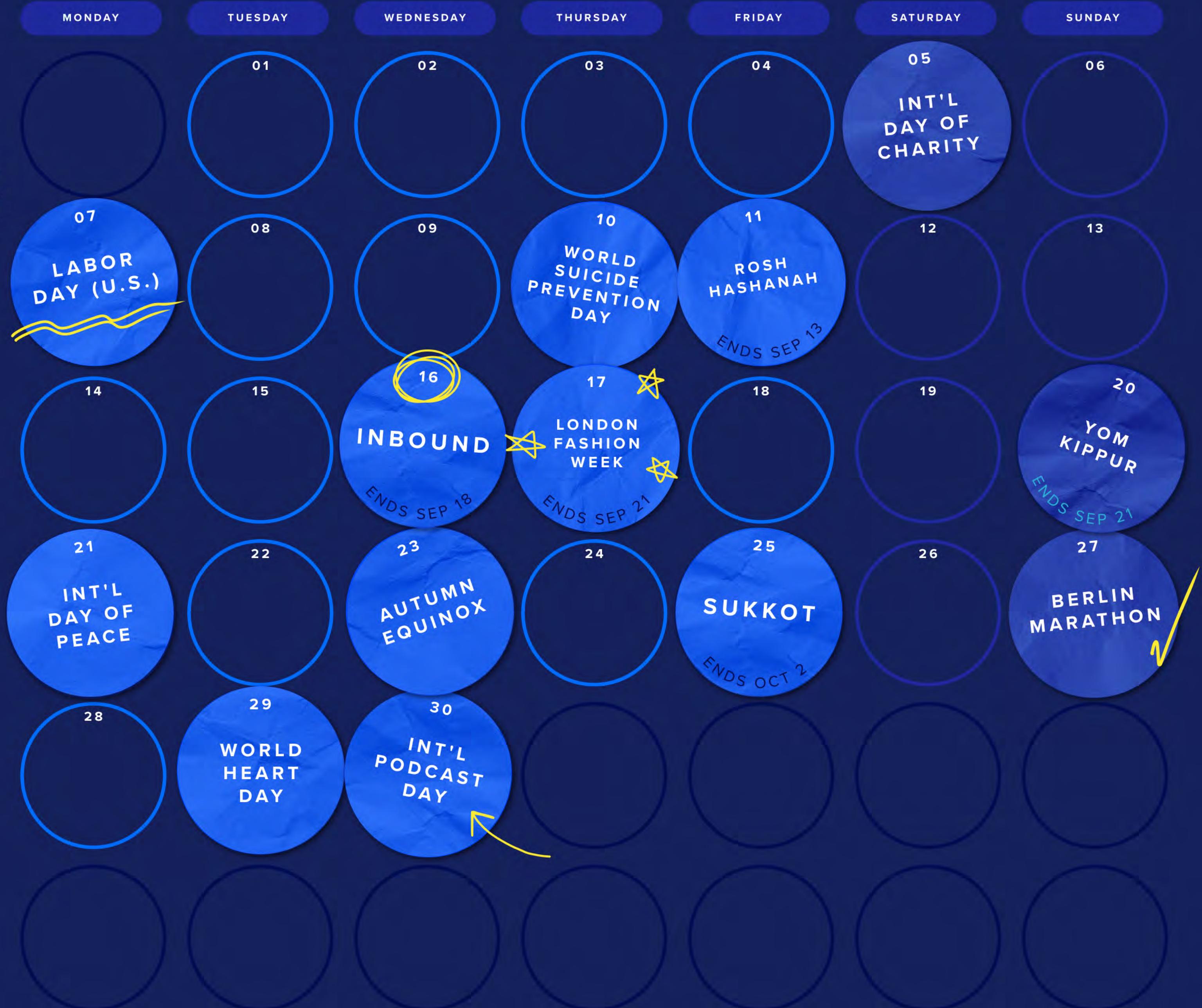
## TOP TIPS

BALANCE EFFICIENCY  
WITH CREATIVITY



Although repurposing and refreshing content can save time and resources, don't let efficiency come at the cost of creativity and originality. Your audience still expects fresh perspectives and timely insights.

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.



## 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**

# OCT



SEE THE FULL LIST OF OCTOBER EVENTS

## TOP TIPS

PREPARE FOR CRISIS  
BEFORE IT HITS



With the year nearing its end and holiday campaigns ramping up, now is a good time to revisit your crisis comms plan. Do you have clear roles, messaging templates, and approval workflows in place? Run a table-top exercise to test your team's readiness: By playing out a realistic crisis scenario, you'll be able to spot gaps in your plan and see how your team reacts under pressure.

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.



# Now



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.



# DEC



SEE THE FULL LIST OF **DECEMBER EVENTS**

## TOP TIPS

CELEBRATE, REFLECT,  
AND PLAN AHEAD



Before diving into next year's strategy, take time to reflect on what worked, what didn't, and why. Host a team retrospective or content performance review.

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.



## 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](#)

