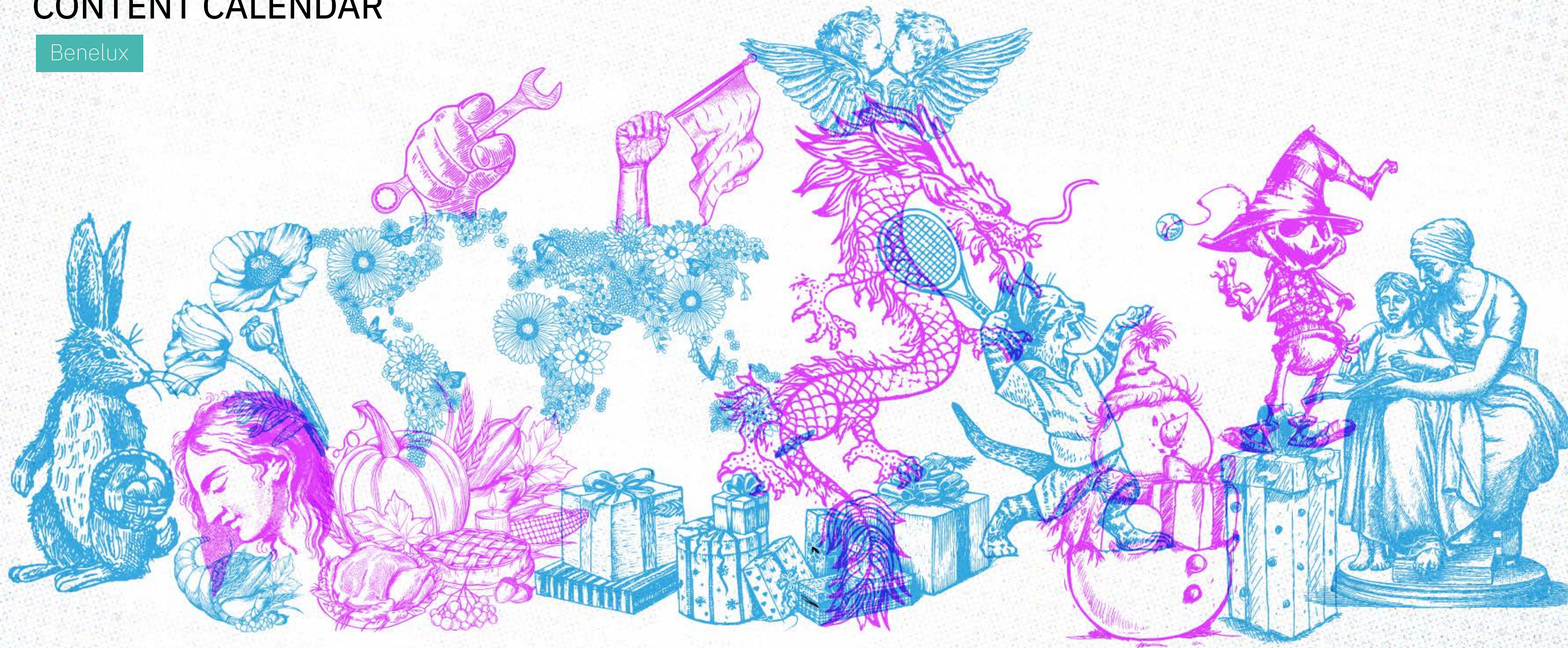


2023

CONTENT CALENDAR

Benelux

CISION®



How to use this guide

The 2023 PR Content Planning Calendar is designed to guide you through the creation of your content strategy and communications plan throughout the year. Use the tips included throughout the guide to help you refine your planning and media outreach strategy throughout.

KEY

 Environmental, Social and Governance Event

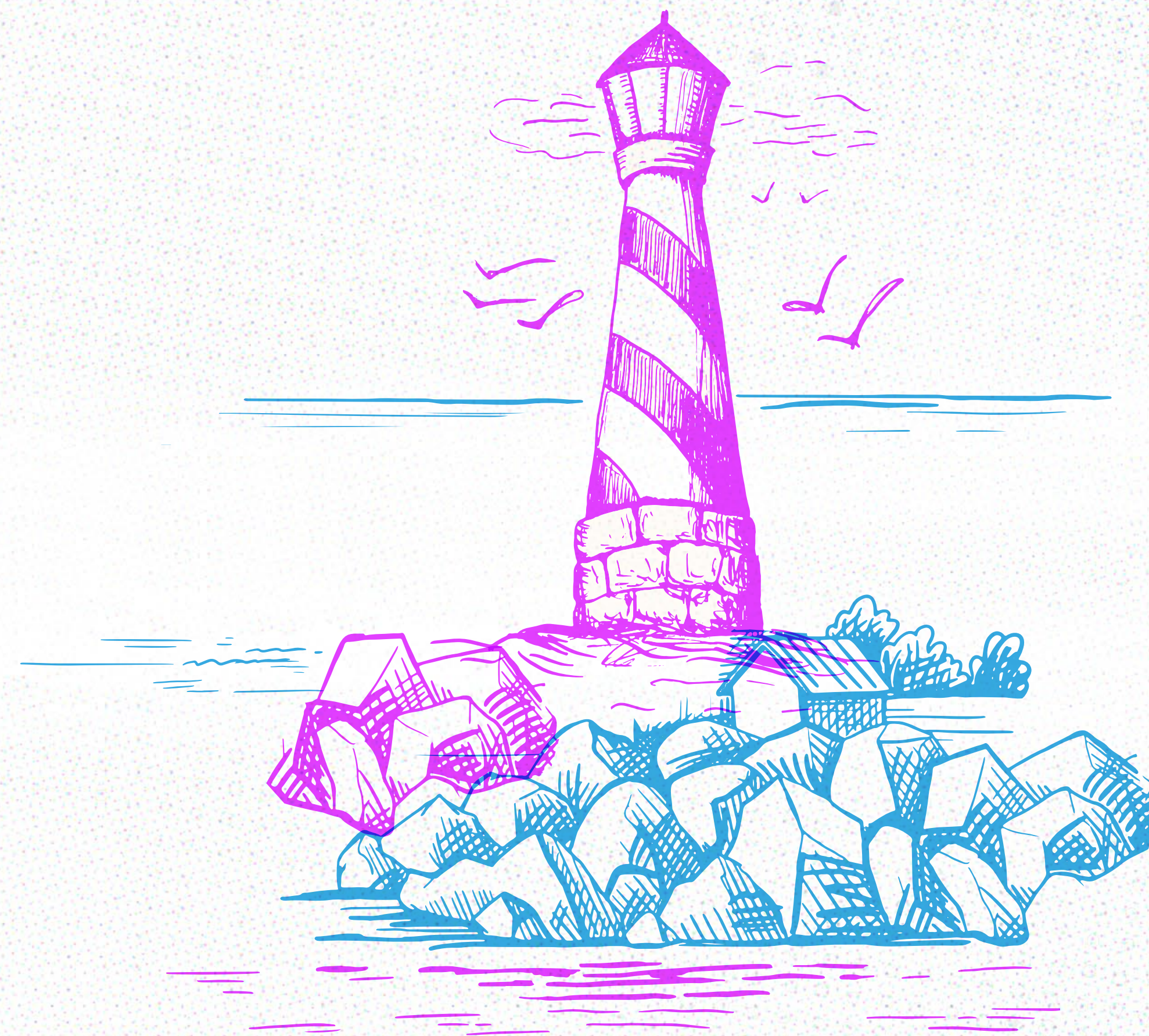
About Cision

Cision is a comprehensive communications platform enabling more than 100,000 public relations and marketing professionals around the world to understand, influence and amplify their stories.

As the market leader, Cision enables the next generation of communication professionals to strategically operate in the modern media landscape where company success is directly impacted by public opinion.

Cision has offices in 24 countries through the Americas, EMEA and APAC, and offers a suite of best-in-class solutions, including [PR Newswire](#), [MultiVu](#), [Brandwatch](#), [Cision Communications Cloud](#)® and [Cision Insights](#).

To learn more, visit www.cision.nl and follow [@Cision Benelux](#) on LinkedIn.



Q1

JANUARY.23



MONTH HIGHLIGHTS

New Year’s Day

New Year’s Dive

International Film Festival Rotterdam

Belgian Ostend Film Festival

World Economic Forum

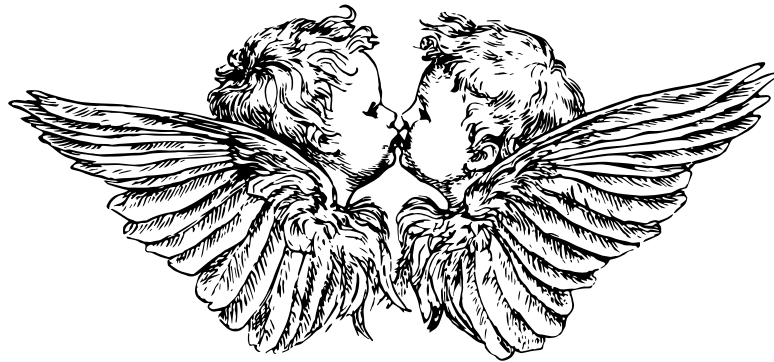
TIP

When planning your editorial calendar for the year, don’t overwhelm yourself (and your team) thinking you need to cover every event. Focus on what makes sense for your brand and audience and create your media strategy around those.

YOUR NOTES

2.

26. MONDAY	27. TUESDAY	28. WEDNESDAY	29. THURSDAY	30. FRIDAY	31. SATURDAY	1. SUNDAY
						New Year's Dive
2. MONDAY	3. TUESDAY	4. WEDNESDAY	5. THURSDAY	6. FRIDAY	7. SATURDAY	8. SUNDAY
		World Braille Day		Epiphany		
9. MONDAY	10. TUESDAY	11. WEDNESDAY	12. THURSDAY	13. FRIDAY	14. SATURDAY	15. SUNDAY
		Thank You Day			Orthodox New Year (start of the Julian calendar)	World Economic Forum World Religion Day
16. MONDAY	17. TUESDAY	18. WEDNESDAY	19. THURSDAY	20. FRIDAY	21. SATURDAY	22. SUNDAY
Australian Open			Sundance Film Festival* <i>Ends January 29</i>	Belgian Queen Mathilde's Birthday	World Hug Day	Ukraine Day of Unity Chinese New Year <i>Year of the rabbit</i>
23. MONDAY	24. TUESDAY	25. WEDNESDAY	26. THURSDAY	27. FRIDAY	28. SATURDAY	29. SUNDAY
	International Education Day	International Film Festival Rotterdam	Australia Day	Belgian Ostend Film Festival	International Lego Day Data Protection Day	
30. MONDAY	31. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
	Birthday of Princess Beatrix				Ostend Film Festival Ends	



MONTH HIGHLIGHTS

- Black History Month
- Valentine’s Day
- Luxembourg St. Blasius
- Dutch Carnival
- Dutch National Holocaust Commemoration

TIP

Want to generate earned media for your story? Put it in a press release. The majority of journalists rely on press releases to inform the stories they cover. Create a standout press release with our [Quick Scan Tool](#), to automatically measure the quality of your press release based on a set of rules.

YOUR NOTES

30. MONDAY	31. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
		Belgian Tournée Minérale	World Wetlands Day Luxembourg St. Blasius		World Cancer Day Belgian Ostend Film Festival	
6. MONDAY	7. TUESDAY	8. WEDNESDAY	9. THURSDAY	10. FRIDAY	11. SATURDAY	12. SUNDAY
					International Day of Women and Girls in Science	
13. MONDAY	14. TUESDAY	15. WEDNESDAY	16. THURSDAY	17. FRIDAY	18. SATURDAY	19. SUNDAY
World Radio Day	Geneva Motor Show					Geneva Motor Show Ends
	Valentine's Day	Warm Sweaters Day		London Fashion Week		
				Random Acts of Kindness Day	Dutch Carnival Ends February 21	
20. MONDAY	21. TUESDAY	22. WEDNESDAY	23. THURSDAY	24. FRIDAY	25. SATURDAY	26. SUNDAY
	London Fashion Week Ends	World Yoga Day				
World Day of Social Justice	Mardi Gras Day					
27. MONDAY	28. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
Paris Fashion Week						
MWC 2023			MWC 2023 Ends			
Mobile World Congress	Dutch National Holocaust Commemoration					
6. MONDAY	7. TUESDAY	8. WEDNESDAY	9. THURSDAY	10. FRIDAY	11. SATURDAY	12. SUNDAY
	Paris Fashion Week Ends					

Q1

MARCH.23



MONTH HIGHLIGHTS

● Women's History Month

Earth Hour

Day Against Discrimination

Dutch Provincial elections

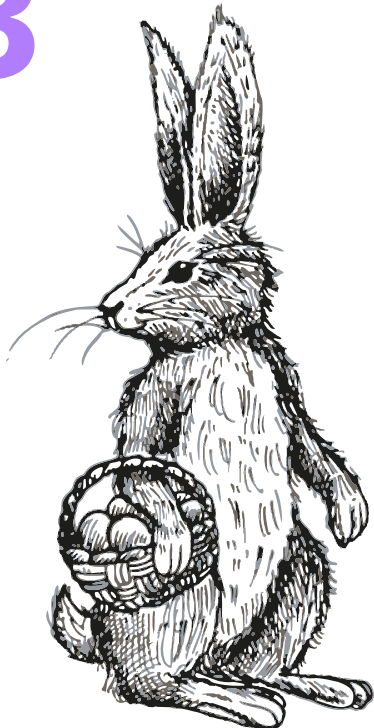
International Women’s Day

TIP

Maximize visibility of your press release among journalists, consumers and other stakeholders by distributing your press release through the wire. A trusted wire service like [PR Newswire](#) can widen your reach and generate opportunities for earned media pickup from large-scale news services as well as local and regional outlets.

YOUR NOTES

27. MONDAY	28. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
		Compliments Day Day Against Discrimination	World Book Day	World Wildlife Day International Day of Hearing		
6. MONDAY	7. TUESDAY	8. WEDNESDAY	9. THURSDAY	10. FRIDAY	11. SATURDAY	12. SUNDAY
Purim	Laylat al Bara'at	International Women's Day Holi (Hindu Festival of Color)			Dutch 'Book Week'	
13. MONDAY	14. TUESDAY	15. WEDNESDAY	16. THURSDAY	17. FRIDAY	18. SATURDAY	19. SUNDAY
	Belgian Batibouw Pi Day	Dutch Provincial Elections		St. Patrick's Day	Global Recycling Day	World Sleep Day Day of Healthcare
20. MONDAY	21. TUESDAY	22. WEDNESDAY	23. THURSDAY	24. FRIDAY	25. SATURDAY	26. SUNDAY
Spring Equinox International Day of Happiness	World Poetry Day World Down Syndrome Day	Ramadan <i>Ends April 21</i> World Water Day	World Meteorology Day	World Tuberculosis Day	Earth Hour	Zomeruur
27. MONDAY	28. TUESDAY	29. WEDNESDAY	30. THURSDAY	31. FRIDAY	1. SATURDAY	2. SUNDAY
Summer Time						
3. MONDAY	4. TUESDAY	5. WEDNESDAY	6. THURSDAY	7. FRIDAY	8. SATURDAY	9. SUNDAY



MONTH HIGHLIGHTS

- April Fool’s Day
- Passover
- Easter
- World Heritage Day
- Dutch King’s Day

TIP

In addition to planning around the events outlined here, look at the editorial calendars of the specific media outlets you want to target and find opportunities to pitch a relevant story. Be mindful of deadlines and plan ahead.

YOUR NOTES

27. MONDAY	28. TUESDAY	29. WEDNESDAY	30. THURSDAY	31. FRIDAY	1. SATURDAY	2. SUNDAY
					April Fool's Day	World Autism Awareness Day Belgian Tour of Flanders
3. MONDAY	4. TUESDAY	5. WEDNESDAY	6. THURSDAY	7. FRIDAY	8. SATURDAY	9. SUNDAY
		Passover begins				
			Masters Golf Tournament	Good Friday World Health Day Belgian Veterans Day		Masters Golf Tournament Ends Easter Sunday
10. MONDAY	11. TUESDAY	12. WEDNESDAY	13. THURSDAY	14. FRIDAY	15. SATURDAY	16. SUNDAY
		Passover Ends	World Scrabble Day	Maundy Thursday	Belgian King Philip's Birthday	Amstel Gold Race
		Easter Monday				
17. MONDAY	18. TUESDAY	19. WEDNESDAY	20. THURSDAY	21. FRIDAY	22. SATURDAY	23. SUNDAY
Boston Marathon	World Heritage Day		Secretary's Day	Eid al-Fitr World Day of Creativity and Innovation Dutch 'Koningsspelen'	Earth Day	
24. MONDAY	25. TUESDAY	26. WEDNESDAY	27. THURSDAY	28. FRIDAY	29. SATURDAY	30. SUNDAY
			Dutch King's Day	World Day for Safety and Health at Work		International Jazz Day
1. MONDAY	2. TUESDAY	3. WEDNESDAY	4. THURSDAY	5. FRIDAY	6. SATURDAY	7. SUNDAY



MONTH HIGHLIGHTS

- Mother’s Day
- Labor Day
- Ascension Day
- Dutch Remembrance Day
- Dutch Liberation Day

TIP

When it comes down to it, the easiest path to earned media is the path of least resistance (for journalists). The easier you make it for journalists to cover your story – by ensuring it is relevant, including multimedia, and being available for follow up questions and interview requests – the more likely they are to do so (and want to work with you in the future).

YOUR NOTES

1. MONDAY	2. TUESDAY	3. WEDNESDAY	4. THURSDAY	5. FRIDAY	6. SATURDAY	7. SUNDAY
Labor Day		World Press Freedom Day	Dutch Remembrance Day (Dodenherdenking)	Dutch Liberation Day (Bevrijdingsdag)	King Charles III Coronation	
8. MONDAY	9. TUESDAY	10. WEDNESDAY	11. THURSDAY	12. FRIDAY	13. SATURDAY	14. SUNDAY
International Day of the Red Cross	Eurovision Song Contest Europe Day			International Nurses Day	Eurovision Song Contest Ends	Mother's Day
15. MONDAY	16. TUESDAY	17. WEDNESDAY	18. THURSDAY	19. FRIDAY	20. SATURDAY	21. SUNDAY
	Cannes Film Festival* Ends May 31	International Day Against Homophobia, Biphobia and Transphobia	PGA Golf Tournament Ascension Day (Hemelvaartsdag)		World Bee Day	International Tea Day
22. MONDAY	23. TUESDAY	24. WEDNESDAY	25. THURSDAY	26. FRIDAY	27. SATURDAY	28. SUNDAY
International Day of Biodiversity			Shavout (Feast of Weeks) Africa Day		Cannes Film Festival	French Open Amnesty International Day Pentecost
29. MONDAY	30. TUESDAY	31. WEDNESDAY	1. THURSDAY	2. FRIDAY	3. SATURDAY	4. SUNDAY
Whit Monday	World Day Without Tobacco					
5. MONDAY	6. TUESDAY	7. WEDNESDAY	8. THURSDAY	9. FRIDAY	10. SATURDAY	11. SUNDAY
						French Open Ends



MONTH HIGHLIGHTS

International Pride Month

- Father’s Day
- Cannes Lions Festival
- World Environment Day
- International Day Against Child Labor

TIP

Getting your story placed is all about connecting with the right media. Use a quality media database to identify the right journalists and media influencers to reach out to. [Cision Connect](#) is not only wide in scope, but offers regularly updated and vetted contact info, including pitching preferences, social media activity, past work and other key information to help you personalize your pitch.

YOUR NOTES

29. MONDAY	30. TUESDAY	31. WEDNESDAY	1. THURSDAY	2. FRIDAY	3. SATURDAY	4. SUNDAY
					FA Cup Final World Bike Day	
5. MONDAY	6. TUESDAY	7. WEDNESDAY	8. THURSDAY	9. FRIDAY	10. SATURDAY	11. SUNDAY
World Environment Day		World Food Safety Day	World Oceans Day		Toronto International Film Festival	
12. MONDAY	13. TUESDAY	14. WEDNESDAY	15. THURSDAY	16. FRIDAY	17. SATURDAY	18. SUNDAY
International Day Against Child Labor		World Blood Donor Day	U.S. Open Golf Tournament			
				Dutch Pink Pop		Dutch Pink Pop Ends
						Autistic Pride Day Father's Day
19. MONDAY	20. TUESDAY	21. WEDNESDAY	22. THURSDAY	23. FRIDAY	24. SATURDAY	25. SUNDAY
	World Refugee Day	Cannes Lions International Advertising Festival				
		Summer Solstice		Take Your Dog to Work Day	Dutch Veterans Day	
		World ALS Day		Luxembourg Grand Duke's Birthday		
26. MONDAY	27. TUESDAY	28. WEDNESDAY	29. THURSDAY	30. FRIDAY	1. SATURDAY	2. SUNDAY
		Eid al-Adha				
		Feast of sacrifice (Offerfeest)		Day of Social Media		
		International LGBTQIA+ Pride Day				
		CAPSLOCK DAY				
3. MONDAY	4. TUESDAY	5. WEDNESDAY	6. THURSDAY	7. FRIDAY	8. SATURDAY	9. SUNDAY



MONTH HIGHLIGHTS

- Wimbledon
- World Nature Conservation Day
- Keti Koti
- Belgian National Holiday
- Pride Amsterdam

TIP

Setting out an editorial calendar will give you a solid framework from which to work, but no amount of planning can prevent the unexpected from happening, forcing a change in strategy. Make sure you revisit the calendar and reevaluate your content strategy regularly to ensure your messaging is relevant.

YOUR NOTES

26. MONDAY	27. TUESDAY	28. WEDNESDAY	29. THURSDAY	30. FRIDAY	1. SATURDAY	2. SUNDAY
					Tour de France <i>Ends July 23</i> Keti Koti	I Forgot Day
3. MONDAY	4. TUESDAY	5. WEDNESDAY	6. THURSDAY	7. FRIDAY	8. SATURDAY	9. SUNDAY
Wimbledon						
		Day of Workaholics	International Kissing Day	World Chocolate Day		
10. MONDAY	11. TUESDAY	12. WEDNESDAY	13. THURSDAY	14. FRIDAY	15. SATURDAY	16. SUNDAY
						Wimbledon Ends
	World Population Day Belgian Festival of the Flemish Community		International French Fries Day	Bastille Day International Non-Binary People's Day		
17. MONDAY	18. TUESDAY	19. WEDNESDAY	20. THURSDAY	21. FRIDAY	22. SATURDAY	23. SUNDAY
World Day for International Justice World Emoji Day	Dutch 'Nijmeegse 4Daagse' Nelson Mandela International Day	Islamic New Year (Al-Hiraj)	FIFA Women's World Cup Starts - <i>Ends August 20</i> World Chess Day	Dutch 'Nijmeegse 4Daagse' Ends Tomorrowland Part 1 Belgian National Holiday		Tomorrowland Part 1 Ends
24. MONDAY	25. TUESDAY	26. WEDNESDAY	27. THURSDAY	28. FRIDAY	29. SATURDAY	30. SUNDAY
International Self-Care Day				Belgian Grand Prix Tomorrowland Part 2 World NatureConservation Day The feast of sacrifice (Offerfeest)		Belgian Grand Prix Ends Tomorrowland Part 2 Ends Pride Amsterdam International Day of Friendship
31. MONDAY	1. TUESDAY	2. WEDNESDAY	3. THURSDAY	4. FRIDAY	5. SATURDAY	6. SUNDAY
						Pride Amsterdam Ends

Q3

AUGUST.23



MONTH HIGHLIGHTS

World Humanitarian Day

Back-to-School Planning

Dutch Canal Parade

Dutch National Remembrance Day

Lowlands

TIP

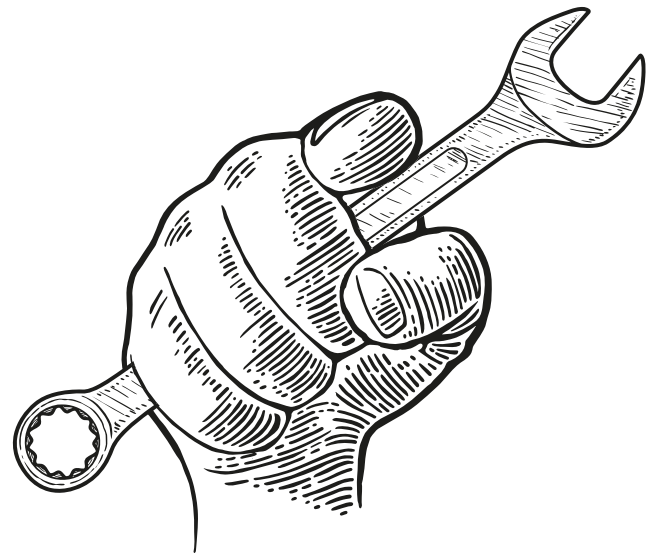
The majority of journalists say they are inundated with pitches on a daily basis – and most of them are irrelevant. Get the tools to create a compelling pitch the media can’t say “no” to with our guide, [Pitch Perfect: Data-Driven Pitching in a Digital World](#).

YOUR NOTES

31. MONDAY	1. TUESDAY	2. WEDNESDAY	3. THURSDAY	4. FRIDAY	5. SATURDAY	6. SUNDAY
					Dutch Canal Parade	
7. MONDAY	8. TUESDAY	9. WEDNESDAY	10. THURSDAY	11. FRIDAY	12. SATURDAY	13. SUNDAY
	World Cat Day				International Youth Day	International Day of the Left Handed
14. MONDAY	15. TUESDAY	16. WEDNESDAY	17. THURSDAY	18. FRIDAY	19. SATURDAY	20. SUNDAY
	Dutch National Remembrance Day			Lowlands		Lowlands Ends
	Luxembourg Mary Ascension				World Humanitarian Day	
	Assumption Day				World Photography Day	
21. MONDAY	22. TUESDAY	23. WEDNESDAY	24. THURSDAY	25. FRIDAY	26. SATURDAY	27. SUNDAY
World Senior Citizen Day					International Dog Day	International Lottery Day
					World Dog Day	
28. MONDAY	29. TUESDAY	30. WEDNESDAY	31. THURSDAY	1. FRIDAY	2. SATURDAY	3. SUNDAY
U.S. Open						
4. MONDAY	5. TUESDAY	6. WEDNESDAY	7. THURSDAY	8. FRIDAY	9. SATURDAY	10. SUNDAY
						U.S. Open Ends

Q3

SEPTEMBER.23



MONTH HIGHLIGHTS

- Labor Day
- Rosh Hashanah
- Yom Kippur
- Dutch Canal Parade
- World Peace Day

TIP

Get insight into if and how your outreach efforts are paying off. Using a tool like [Cision Media Monitoring](#), you can easily and efficiently track mentions of your brand, industry and competitors, while also getting access to metrics like share of voice (so you know how others are talking about your brand relative to your competitors) and sentiment (to know the sentiment behind those brand messages).

YOUR NOTES

28. MONDAY	29. TUESDAY	30. WEDNESDAY	31. THURSDAY	1. FRIDAY	2. SATURDAY	3. SUNDAY
						World Beard Day
4. MONDAY	5. TUESDAY	6. WEDNESDAY	7. THURSDAY	8. FRIDAY	9. SATURDAY	10. SUNDAY
Labor Day	International Day of Charity			World Literacy Day	New York Fashion Week	
International Bacon Day				Belgian Memorial Van Damme	World Sudoku Day	World Suicide Prevention Day
11. MONDAY	12. TUESDAY	13. WEDNESDAY	14. THURSDAY	15. FRIDAY	16. SATURDAY	17. SUNDAY
			New York Fashion Week Ends	Rosh Hashanah	World Ozone Day	
18. MONDAY	19. TUESDAY	20. WEDNESDAY	21. THURSDAY	22. FRIDAY	23. SATURDAY	24. SUNDAY
	Dutch 'Prinsjesdag'		World Peace Day	International Car Free Day	Bi Visibility Day	Yom Kippur
					Autumnal Equinox	World Day of the Deaf
					International Day of Sign Language	International Equal Pay Day
25. MONDAY	26. TUESDAY	27. WEDNESDAY	28. THURSDAY	29. FRIDAY	30. SATURDAY	1. SUNDAY
Yom Kippur Ends		Mawlid al-Nabi (Mohammad's Day)		Sukkot		
		World Tourism Day		Artistic Gymnastics World Championships		
		Belgian French Community Holiday		International Day Against Food Waste	International Translation Day	
2. MONDAY	3. TUESDAY	4. WEDNESDAY	5. THURSDAY	6. FRIDAY	7. SATURDAY	8. SUNDAY
				Sukkot Ends		
						Artistic Gymnastics World Championship Ends



MONTH HIGHLIGHTS

- Global Diversity Awareness Month
- Breast Cancer Awareness Month
- Halloween
- Mental Health Day
- Luxembourg National Remembrance Day

TIP

Use your editorial calendar to guide your social media plans. Whether you’re managing a client’s account, working with influencers or simply looking to keep your own brand’s feed updated, aligning calendar dates with social can help you plan ahead and capitalize on upcoming events.

YOUR NOTES

25. MONDAY	26. TUESDAY	27. WEDNESDAY	28. THURSDAY	29. FRIDAY	30. SATURDAY	1. SUNDAY
						Mental Health Awareness Week
						International Coffee Day
2. MONDAY	3. TUESDAY	4. WEDNESDAY	5. THURSDAY	6. FRIDAY	7. SATURDAY	8. SUNDAY
OMconference					Mental Health Awareness Week Ends	
		World Animal Day	World Teachers Day	Shemini Atzeret		
		World Space Week Ends October 10	Day of the Freelancer		World Cotton Day	
9. MONDAY	10. TUESDAY	11. WEDNESDAY	12. THURSDAY	13. FRIDAY	14. SATURDAY	15. SUNDAY
International Beer and Pizza Day	World Mental Health Day	International Coming Out Day				
Luxembourg National Remembrance Day						
16. MONDAY	17. TUESDAY	18. WEDNESDAY	19. THURSDAY	20. FRIDAY	21. SATURDAY	22. SUNDAY
World Food Day	World Day of Resistance to Poverty					
23. MONDAY	24. TUESDAY	25. WEDNESDAY	26. THURSDAY	27. FRIDAY	28. SATURDAY	29. SUNDAY
	Global Media and Information Literacy Week					
30. MONDAY	31. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
	Halloween					

NOVEMBER.23



MONTH HIGHLIGHTS

- Diwali
- Black Friday
- Cyber Monday
- Belgian Armistice Day
- Belgian King’s Feast

TIP

Show – don’t just tell – your brand’s story. The majority of journalists are more likely to pursue a pitch that includes relevant multimedia elements, so include links to images, videos or infographics from your press releases. Learn about the do’s and don’ts of multimedia with our Whitepaper: [How To Use SEO Successfully In A Press Release](#).

YOUR NOTES

30. MONDAY	31. TUESDAY	1. WEDNESDAY	2. THURSDAY	3. FRIDAY	4. SATURDAY	5. SUNDAY
		World Vegan Day All Saints (Allerheiligen)	All Souls’ Day (Allerzielen)			New York City Marathon
6. MONDAY	7. TUESDAY	8. WEDNESDAY	9. THURSDAY	10. FRIDAY	11. SATURDAY	12. SUNDAY
					St. Maarten Singles Day Belgian Armistice Day (Wapenstilstandsdag)	Diwali
13. MONDAY	14. TUESDAY	15. WEDNESDAY	16. THURSDAY	17. FRIDAY	18. SATURDAY	19. SUNDAY
World Kindness Day	World Diabetes Day	Belgian King's Feast European Equal Pay Day	World Philosophy Day			
20. MONDAY	21. TUESDAY	22. WEDNESDAY	23. THURSDAY	24. FRIDAY	25. SATURDAY	26. SUNDAY
	World Television Day			Black Friday Email-free Friday	Small Business Saturday	
27. MONDAY	28. TUESDAY	29. WEDNESDAY	30. THURSDAY	1. FRIDAY	2. SATURDAY	3. SUNDAY
Cyber Monday	Giving Tuesday					
4. MONDAY	5. TUESDAY	6. WEDNESDAY	7. THURSDAY	8. FRIDAY	9. SATURDAY	10. SUNDAY



MONTH HIGHLIGHTS

- Hannukah
- Christmas
- Human Rights Day
- New Year’s Eve

TIP

Stay ahead of new opportunities to shape your story – even as they are happening with real-time alerts and daily news briefings. A solution like [Cision Insights](#) helps your team cut through the noise and drill down to the only the most relevant news you need, as you need it – so you can focus on the work at hand.

YOUR NOTES

27. MONDAY	28. TUESDAY	29. WEDNESDAY	30. THURSDAY	1. FRIDAY World AIDS Day	2. SATURDAY	3. SUNDAY
4. MONDAY	5. TUESDAY Dutch Sinterklaas	6. WEDNESDAY Belgian Sinterklaas	7. THURSDAY Hanukkah	8. FRIDAY	9. SATURDAY	10. SUNDAY Human Rights Day
11. MONDAY	12. TUESDAY	13. WEDNESDAY	14. THURSDAY	15. FRIDAY Hanukkah Ends	16. SATURDAY	17. SUNDAY
18. MONDAY	19. TUESDAY	20. WEDNESDAY	21. THURSDAY	22. FRIDAY Winter Solstice	23. SATURDAY Festivus Super Saturday	24. SUNDAY Christmas Eve
25. MONDAY 1st Christmas Day	26. TUESDAY 2nd Christmas Day	27. WEDNESDAY	28. THURSDAY	29. FRIDAY	30. SATURDAY	31. SUNDAY New Year's Eve
1. MONDAY	2. TUESDAY	3. WEDNESDAY	4. THURSDAY	5. FRIDAY	6. SATURDAY	7. SUNDAY