

CISION®

2022

Content Calendar

Introduction

The year 2021 saw the resumption of the return to events and the first in-person public relations activities in the post-pandemic period. However, the challenges remain, and industry professionals continue to adapt and re-evaluate their PR and marketing strategies to allow the access to the latest industry trends and developments.

Don't miss any details and stay tuned for the dates that will mark the 2022 content calendar.



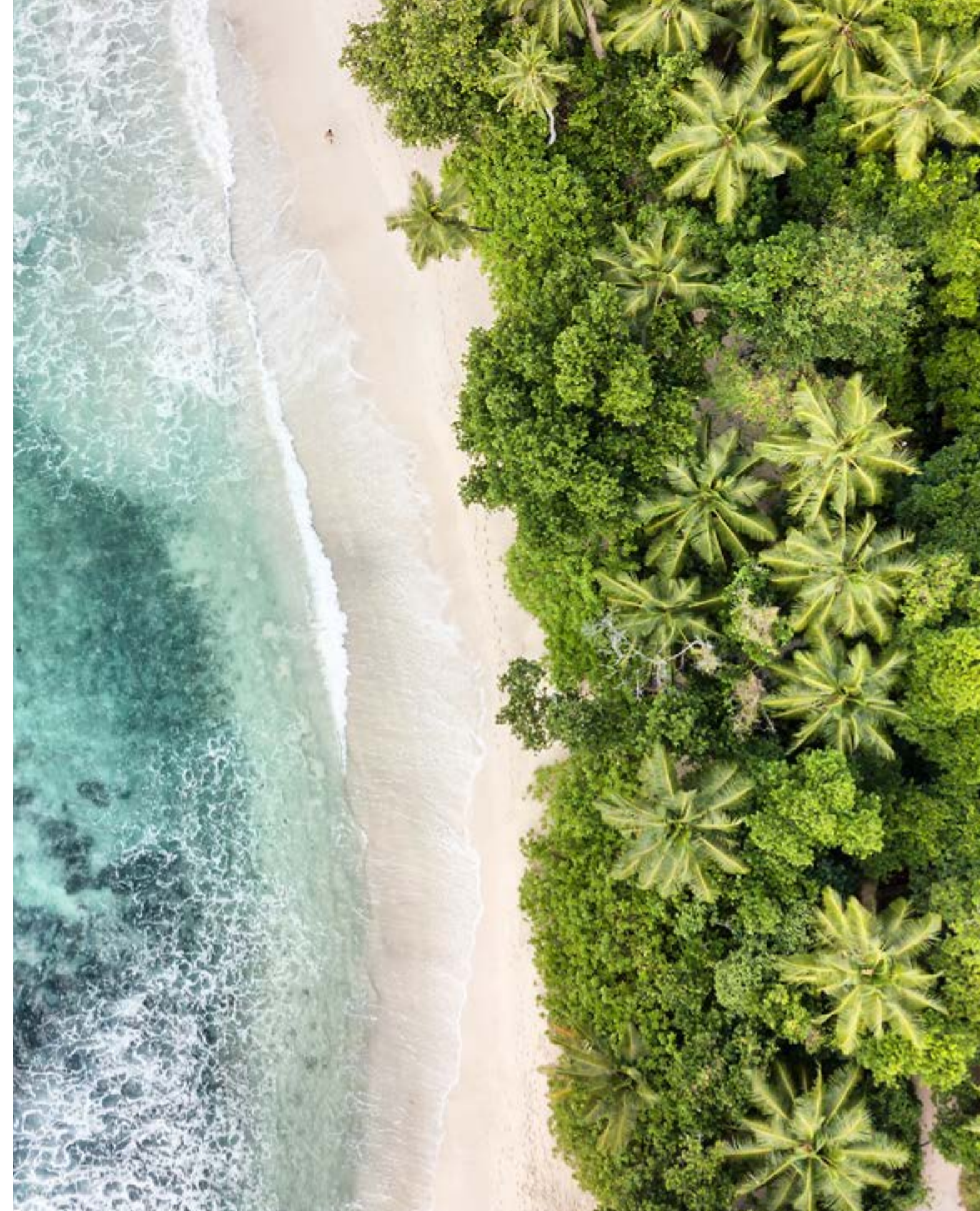
How to use this guide

Stick to what's relevant and be flexible.

Pick and choose events that make sense for your brand and audience. Once you have your dates, create your media strategy around those. However, dates and formats may change due the uncertainty around Covid-19, so check your PR and marketing plan frequently and adjust as needed.

Stay within your resources.

While smaller budgets will continue to affect many, it's important to schedule content around your resources. Holidays are set, so plan some comforting content around those dates. All holidays are based on the Benelux unless noted otherwise.



Planning tips

Go off other outlets' editorial calendars:

Hoping to land your story in a certain media outlet? Many outlets share their editorial calendars online (or if you just ask). Use this information to generate story ideas and ensure you're pitching the right story at the right time.

Be mindful of deadlines:

Deadlines vary for outlets and journalists are often working on tight turnaround times. Plan ahead to make sure you submit your content on time and make yourself easily – and readily – available to address any follow up questions journalists may have.

Mind your pitching p's and q's:

Keep in mind the golden rule of pitching: Always make sure the story you're pitching is relevant to the journalist or influencer you're reaching out to (hence, the reason for tip No. 1).

Include multimedia whenever possible:

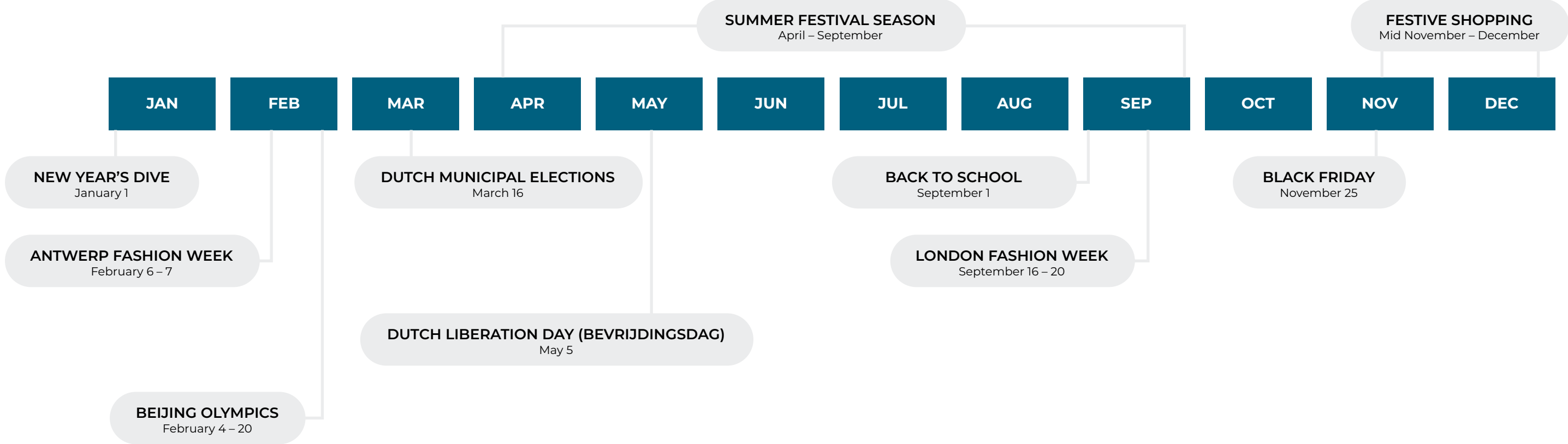
The majority of journalists use multimedia to accompany stories. Make their jobs easier by providing it for them – whether that means embedding or linking to images, videos or infographics in your press releases or creating a press kit or press page that acts as a “one-stop shop” for finding these elements easily.

Remove the obstacles:

Remember – the easier you make it for journalists to do their jobs, the more likely they are to cover your story (and want to work with you in the future).



2022 at-a-glance



Disclaimer
All events listed are chosen for industry importance and not due to sponsorships or partnerships with Cision.

January

- 1 New Year's Dive (Nieuwjaarsduik)
- 6 Epiphany
- 14 Orthodox New Year (start of the Julian calendar)
- 15 National Tulip Day
- 16 World Religion Day
- 17 Martin Luther King Jr Day
- 17 – 21 World Economic Forum – Davos
- 26 International Film Festival Rotterdam
- 31 Birthday of Princess Beatrix

February

Black History Month

- 1 Chinese New Year
- 4 Beijing Winter Olympics Opening Ceremony
- 6 Antwerp Fashion Week
- 14 Valentine's Day
- 17 Random Acts of Kindness Day
- 18 Mahayana (Buddhist New Year)
- 18 – 22 London Fashion Week
- 28 – 3/3 Mobile World Congress
- 28 – 8/3 Paris Fashion Week

March

Women's History Month

- 3 World Book Day
- 5 Start of "Book Week"
- 8 International Women's Day
- 16 Dutch Municipal elections
- 17 St Patrick's Day
- 17 – 18 Holi (A Hindu festival of colours that welcomes spring and a new harvest in India)
- 20 Spring Equinox
- 20 International Happy Day
- 21 World Poetry Day
- 26 Earth Hour
- 27 Daylight saving time 2022

PR TIP

At the heart of every successful PR campaign is a credible and comprehensive media contact list. If you wish to tell engaging stories - and do so more efficiently than the competition - then look no further. [Explore how you can form reliable relationships with journalists, and find influencers for your brand, to share your stories with the right audiences.](#)

April

- 1 April Fools' Day
- 2 Ramadan begins
- 7 World Health Day
- 10 Amstel Gold Race
- 15 Good Friday
- 17 Easter Sunday
- 18 Easter Monday
- 22 Dutch 'Koningsspelen'
- 27 Dutch King's Day

May

- 1 Labour Day
- 2 Sugar Feast (Suikerfeest)
- 4 Dutch Remembrance Day (Dodenherdenking)
- 5 Dutch Liberation Day (Bevrijdingsdag)
- 8 Mother's Day
- 14 Eurovision Song Contest
- 17 – 28 Cannes Film Festival
- 26 Ascension Day (Hemelvaartsdag)

June

LGBTQ Pride Month

- 5 Pentecost (Eerste Pinksterdag)
- 6 Whit Monday (Tweede Pinksterdag)
- 17 Pinkpop
- 19 Father's Day
- 21 Summer Solstice
- 23 Luxembourg National Holiday
- 27 Wimbledon begins

PR TIP

Don't let your story pitch get lost in the shuffle. With so many pitches flooding their inboxes, sometimes journalists need a gentle nudge to ensure they saw yours. Before you follow up on a pitch.

July

Summer

- 9 The feast of sacrifice (Offerfeest)
- 19 'Nijmeegse Vierdaagse'
- 24 International Self-Care Day
- 30 Pride Festival

August

Summer Holidays and Exam Results

- 6 Canal Parade
- 19 Lowlands
- 20 Al-Hijra - Islamic New Year
- 26 Mysteryland

September

Back to School

- 2 Formule 1 Zandvoort
- 10 World Suicide Prevention Day
- 16 – 20 London Fashion Week
- 23 Autumn Equinox
- 24 Belgian Neighbours' Day (Burendag)
- 24 Dutch Neighbours' Day (Burendag)
- 25 Rosh Hashanah – Jewish New Year

PR TIP

Writing a good and, above all, effective press release that approaches the right target groups and gives you real news value can be quite a challenge. [Find out what tips & tricks are, what journalists prefer, and what the landscape looked like in 2021.](#)

October

Black History Month

- 1 International Coffee Day
- 4 World Animal Day
- 4-5 Jom Kippoer begins
- 10 World Mental Health Day
- 16 World Food Day
- 30 Daylight saving ends (Clocks go back)
- 31 Halloween

November

AMEC Measurement Month

- 2 All Souls' Day (Allerzielen)
- 11 Belgian Armistice Day (Wapenstilstandsdag)
- 11 Sint Maarten
- 11 Start Carnaval
- 13 World Kindness Day
- 15 Belgian King's Day
- 24 Diwali
- 25 Black Friday
- 28 Cyber Monday

December

Holiday Shopping

Year in Review

- 5 Sinterklaas
- 18 Hannukkah begins
- 24 Christmas Eve (Kerstavond)
- 25 Christmas Day (Eerste Kerstdag)
- 26 Boxing Day (Tweede Kerstdag)
- 26 Hannukkah ends
- 31 New Year's Eve

PR TIP

As the comms landscape changes, the complexities of PR and comms have become greater. PR tech providers have evolved (and are still evolving) to keep up with the needs of industry professionals and deliver a holistic approach to the full PR workflow. [Solutions now offer features to help target and engage with influencers, paired with monitoring and integrated analytics.](#)