

Content Calendar for event pros & venues

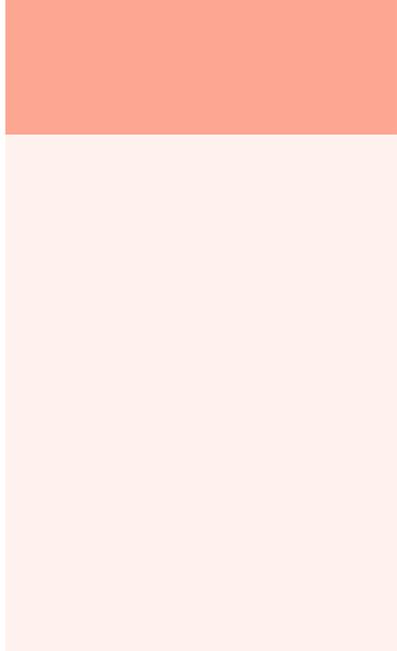
Content creation ideas for social media



EVOLVE
EVENTS

MAKE YOUR SOCIAL MEDIA WORK SMARTER

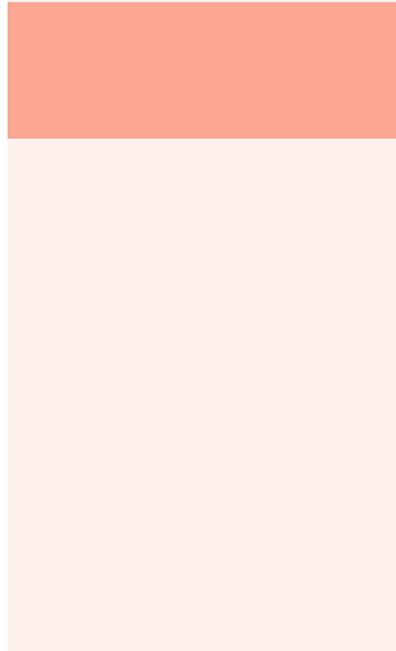
OCTOBER



Thurs 1st Oct

**National
Homemade
Cookies Day**

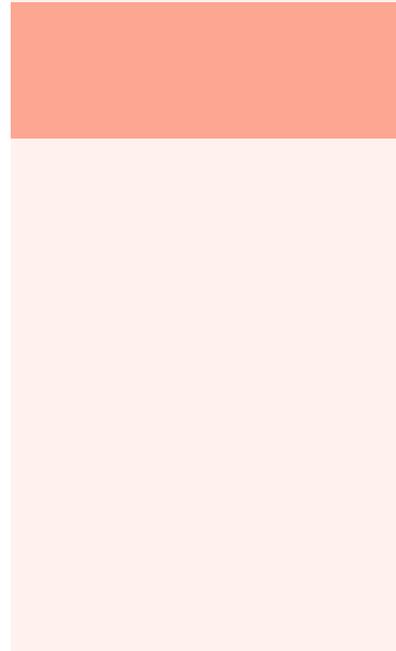
*Ask your
favourite caterer
to share a recipe
& have a go at
making a batch*



Fri 2nd Oct

**National
Smile
Day**

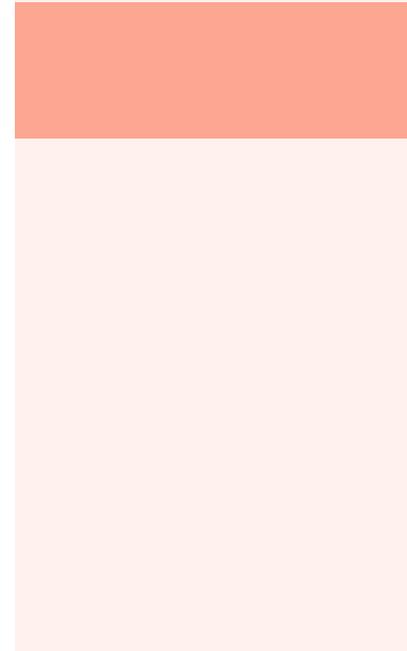
*Celebrate
cheeriness by
sharing a photo of
wedding or happy
event*



Sat 3rd Oct

**National
Techie
Day**

*Showcase a
technical aspect of
your event and
explain some techie
know-how*



Sun 4th Oct

**World
Space
Week**

*Share some ideas
for an out-of-this-
world party with
innovative food
ideas*

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Mon 5th Oct

Get Funky Day

Get your groove on with a 70s vibe party mood board and playlist

Tue 6th Oct

Mad Hatter Day

Bring the whimsy of Alice in Wonderland to life with a tea party set up

Wed 7th Oct

LED Day

Lighting is essential to an event so showcase how you've used it to transform a venue

Thur 8th Oct

Fluffernutter Day

It's a sandwich of peanut butter & marshmallow between toasted bread. What are you waiting for?

Fri 9th Oct

National Mouldy Cheese Day

Don't get grossed out celebrate blue cheeses with unusual combo's like stilton & chocoate. Trust us

Sat 10th Oct

National Cake Decorating Day

Is it even a party without cake? Shout out & share the profile your favourite baker

Sun 11th Oct

National Coming Out Day

Celebrate by sharing stories & support with the LGBTQ community and allies alike

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EVOLVE
EVENTS

Mon 12th Oct

National Get Funky Day

*Turn up the energy
and be
spontaneous with
something you've
never done before*

Tue 13th Oct

National No Bra Day

*Some of us haven't
worn a bra since
lockdown but this
is to raise
awareness of
Breast Cancer*

Wed 14th Oct

National Dessert Day

*Let them eat cake-
all day, by sharing
ideas of the
desserts you can
eat whatever the
time of day*

Thur 15th Oct

National Grouch Day

*We're all allowed
to be grumpy
sometimes so get it
out of your system.
You'll feel better*

Fri 16th Oct

Boss's Day

*Say thank you
without being a
suck-up and
posting a profile of
a day-behind-the-
scenes for the boss*

Sat 17th Oct

Mulligan Day

*A golf term
meaning to have a
second chance. Tell
the story of what
you'd do differently
if you could have
another go*

Sun 18th Oct

No Beard Day

*To hell with being
told how to look
but hell yeah to
some pampering.
Share some ideas
for celebrating
decadence*

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Mon 19th Oct

Clean Your Virtual Desktop Day

Give an insight into your organisation skills (you do know there's a recycle bin on your computer right?!)

Tue 20th Oct

Youth Confidence Day

Find a way to give a young person some confidence with tips & advice or offer a mentor scheme

Wed 21st Oct

Apple Day

*The Bramley apple industry alone is worth £50m!
Showcase the humble apple with a beautiful autumn display*

Thur 22nd Oct

National Colour Day

Explain how a colour palette changes the mood of an event & share some tips on what works best at different venues

Fri 23rd Oct

Wear It Pink Day

Wear pink & make a donation. There's loads of things you can do to raise money for breast cancer research

Sat 24th Oct

Make A Difference Day

Volunteer or reach out to someone needing support. Charities like Eventwell support the Events Industry

Sun 25th Oct

Sourest Day

Design a sour dinner menu. Think ceviche, a grapefruit salad and a key lime pie for dessert

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Mon 26th Oct

National Mule Day

One of the most commonly used working animals in the world. Use this day to show the hard work that goes into an event

Tue 27th Oct

National Black Cat Day

What do you need for a purrfect event? Share your tips that are guaranteed to get guests smiling like a Cheshire Cat

Wed 28th Oct

National Chocolate Day

Release your inner Willie Wonka with ideas for an inspirational Chocolate Factory theme party

Thur 29th Oct

National Hermit Day

We all live busy lives so kick back and share an insight into a quiet moment of your day or a venue styled before guests arrive

Fri 30th Oct

Frankenstein Friday

The ultimate romantic gothic novel, embrace the dark side with steampunk styling ideas

Sat 31st Oct

Halloween

Give guests the heebie-jeebies, the jeepers creepers and the hair-raising goosebumps with a How To guide on murder mystery dinner who dunnit

Strategic Content Ideas For October



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