

The Laika Space Dogs Present:

2024 PR & Content Calendar



LAIKA

BERLIN

January

- » Celebration of Life Month
- » Mentoring Month
- » Get Organized Month

"First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination."

- Napoleon Hill

S	M	T	W	T	F	S
	1 New Year's Day	2 Science Fiction Day	3	4	5	6 Epiphany
7	8 Clean Off Your Desk Day Earth's Rotation Day	9 World Nerd Day	10	11 Learn Your Name in Morse Code Day	12	13 Make Your Dreams Come True Day
14	15 Bagel and Lox Day	16	17 Kid Inventors' Day	18	19	20
21	22	23 Handwriting Day	24	25	26 Spouse's Day	27 Chocolate Cake Day
28 Data Privacy Day	29	30	31			



February

- » Black History Month
- » Pet Dental Health Month
- » Boost Self-Esteem Month

S	M	T	W	T	F	S
	5			1	2	3 Eat Ice Cream for Breakfast Day
4 Thank Your Mailman Day	6	5	6	7	8 Laugh and Get Rich Day	9
11 Make a Friend Day	7 Shrove Monday Clean Out Your Computer Day	12 Carnival Tuesday World Radio Day	13 Valentine's Day Library Lover's Day	14	15	16
18	8	19	20	21	22 Single Tasking Day Be Humble Day	23
25	9	26	27	28 Public Sleeping Day	29	24

Mindfulness Exercise

Ask yourself a question: For what am I grateful for in my life? Write your thoughts down and let them flow.



March

- » Employee Spirit Month
- » Women's History Month
- » Social Work Month

S	M	T	W	T	F	S
	9				1	2
					World Compliment Day	
3	10	4	5	6	7	8
					International Women's Day Proofreading Day	9
10	11	11	12	13	14	15
Start of Ramadan Daylight Saving Time Starts (US)	Napping Day			Pi Day		Every Thing You Do Is Right Day
17	12	18	19	20	21	22
St. Patrick's Day			World Storytelling Day		International Goof Off Day	23
						
24	13	25	26	27	28	29
					Good Friday	30
31						
Daylight Saving Time Starts (Europe)						

Comms Tip

Be **SMART** when you ask for, or offer, feedback to peers: **S**pecific, **M**eaningful, **A**ction-Oriented, **R**ealistic, and **T**ime-Bound.



April

- » Astronomy Month
- » Stress Awareness Month
- » Prevention of Animal Cruelty Month

"What you get by achieving your goals is not as important as what you become by achieving your goals."


- Zig Ziglar

S	M	T	W	T	F	S
	14 1 Easter Monday April Fools' Day Fun at Work Day	2	3 World Party Day	4	5	6
7	15 8 End of Ramadan	9	10 Siblings Day	11	12	13
14 Look Up at the Sky Day	16 15	16 Wear Pajamas to Work Day	17	18 Columnist Day	19	20
21	17 22	23 German Beer Day	24	25 Take Our Daughters and Sons to Work Day	26	27
28 World Pinhole Photography Day	18 29	30 Walpurgis Night Honesty Day				



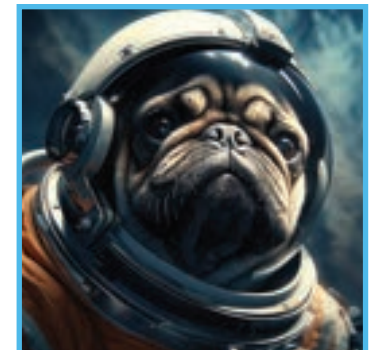
May

- » Meditation Month
- » Mental Health Month
- » Photo Month

S	M	T	W	T	F	S	
	18			1	2	3	4
			May Day Labor Day			Space Day No Pants Day 	Star Wars Day Free Comic Book Day
5	19	6	7	8	9	10	11
	Beverage Day			Father's Day (Germany) Europe Day			Eat What You Want Day
12	20	13	14	15	16	17	18
Mother's Day						Pizza Party Day	International Astronomy Day
19	21	20	21	22	23	24	25
May Ray Day	Be a Millionaire Day	Talk Like Yoda Day					Towel Day
26	22	27	28	29	30	31	


Mindfulness Exercise

Take a moment to reflect on all the current situations in your everyday life that trigger stress. Set a timer for five minutes and jot down how you can transform these stressors into opportunities for growth and resilience.



June

- » Pride Month
- » Effective Communications Month
- » PTSD Awareness Month

S	M	T	W	T	F	S
	22					1 Say Something Nice Day
2 Leave the Office Early Day	23 European Bicycle Day	3 Hug Your Cat Day	4	5	6 National Donut Day (US)	7 8 Best Friends Day
9	24 10	11	12	13	14	15
16 Father's Day (US) Car-Free Sunday	25 Eat Your Vegetables Day	17 International Panic Day International Picnic Day	18	19	20 Summer Solstice	21 22 Take Your Dog to Work Day 
23 Typewriter Day	26 24	25	26	27	28	29 Camera Day
30 Meteor Watch Day						

Comms Tip

When pitching to a journalist, focus on crafting personalized pitches that demonstrate a genuine understanding of the journalist's beat and interests—who they are, what topics they cover, and what they are passionate about, keeping in mind what topics are timely and trending.




July

- » Ice Cream Month
- » Make a Difference to Children Month
- » Park and Recreation Month

"Do not dwell in the past, do not dream of the future, concentrate the mind on the present moment."



- Buddha

S	M	T	W	T	F	S	
	27 International Joke Day	1 I Forgot Day World UFO Day	2	3 International Plastic Bag Free Day	4	5 Workaholics Day	6 World Kissing Day
7 Tell the Truth Day	28 Video Games Day	8	9	10	11 Cheer Up the Lonely Day	12	13 Embrace Your Geekness Day
14	29	15	16	17	18	19	20  Space Exploration Day
21 Ice Cream Day	30	22	23	24	25	26	27
28	31	29	30	31			



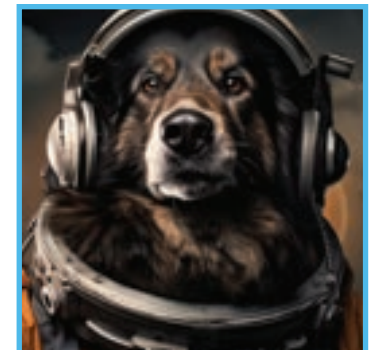
August

- » What Will Be Your Legacy Month
- » Happiness Happens Month
- » Bystander Awareness Month

S	M	T	W	T	F	S
	31			1	2	3
				National Girlfriend Day	International Beer Day	
4	32	5	6	7	8	9
Sisters' Day Single Working Women's Day				Happiness Happens Day	 Book Lovers Day	10 Lazy Day
11	33	12	13	14	15	16
			Left-Handers Day		Relaxation Day	Tell a Joke Day
18	34	19	20	21	22	23
25	35	26	27	28	29	30
	 Dog Appreciation Day					31 Pluto Demoted Day
						Eat Outside Day

Mindfulness Exercise

Unexpected challenges may arise, but remember that there's a solution for each challenge. Identify obstacles and develop a plan to overcome them.



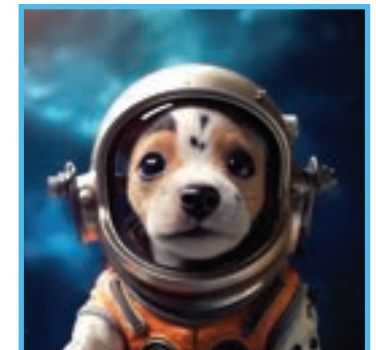
September

- » Responsible Dog Ownership Month
- » Strategic Thinking Month
- » Subliminal Communications Month

S	M	T	W	T	F	S
1 Anti War Day No Rhyme or Reason Day	2 36	3	4 Eat an Extra Dessert Day	5 Be Late for Something Day	6 Fight Procrastination Day Read a Book Day	7
8 European Heritage Days	9 37	10	11	12	13 Positive Thinking Day	14
15	16 38	17 International Country Music Day	18	19	20 Punch Day	21 National CleanUp Day (US)
22 Autumn Equinox	23 39	24	25	26	27	28 Ask a Stupid Question Day
29	30 40					

Comms Tip

Open and honest communication is the cornerstone of any successful relationship. Even if you or your clients reach for the stars, don't promise the moon. Listen actively, be open to suggestions, and create a healthy and structured feedback loop.



October

- » Breast Cancer Awareness Month
- » Depression Education and Awareness Month
- » Global Diversity Awareness Month

"Life is a series of natural and spontaneous changes. Don't resist them; that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like."

- Lao Tzu

S	M	T	W	T	F	S
	40	1 International Coffee Day Balloons Around the World Day	2	3	4 Taco Day World Smile Day	5
6	41	7	8 Curious Events Day	9	10	11 International Astronomy Day
13	42	14	15	16	17	18 Sweetest Day
20	43	21 Caps Lock Day	22	23	24	25
27	44	28	29	30	31	
End of Daylight Saving Time (Europe)	International Animation Day	Internet Day	World Thrift Day	Halloween		



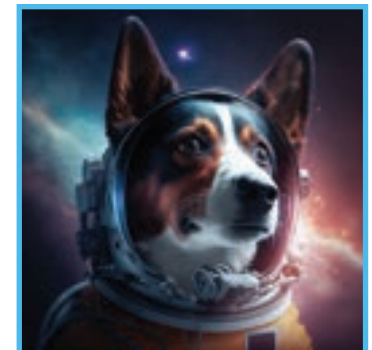
November

- » Movember
- » AIDS Awareness Month
- » Inspirational Role Models Month

S	M	T	W	T	F	S
	44				1 Author's Day	2
3 End of Daylight Saving Time (US) Zero Tasking Day	45	4	5	6	7 International Stout Day	8 Tongue Twister Day
10	46	11 St. Martin's Day	12 Happy Hour Day	13 World Kindness Day	14	15 Fall of the Berlin Wall Chaos Never Dies Day
17	47	18	19	20	21	22 Buy Nothing Day
24 Celebrate Your Unique Talent Day	48	25	26	27	28 Red Planet Day	29 Computer Security Day

Mindfulness Exercise

Reflect on your personal goals. Acknowledge that achieving them may pose challenges, and that's okay. Choose one specific goal and **break it down** into smaller, manageable steps. **Begin with the smallest step.** It could be as simple as researching or setting a timeline.



December

- » Safe Toys and Gifts Month
- » Impaired Driving Prevention Month
- » Food Service Safety Month

"Do those things that incline you toward the big questions, and avoid the things that would reduce you and make you trivial."

- George Saunders

S	M	T	W	T	F	S
1 Eat a Red Apple Day	49 2	3 Make a Gift Day	4	5 Day of the Ninja	6 Saint Nicholas Day	7
8 Pretend to Be a Time Traveler Day	50 9	10	11	12	13	14
15	51 16	17	18	19	20 Underdog Day Ugly Sweater Day	21
22	52 23	24 Christmas Eve	25 Christmas Day Start of Hanukkah	26	27	28
29	01 30	31 New Year's Eve				



**Our mission is to communicate
the technologies, minds
and ideas of tomorrow,
make the unknown
comprehensible
and explore new
frontiers for us
and our clients.**

Find out more at www.laika.berlin

