

# Q4 Calendar

 @TwitterBusiness

2019

# October

# 10

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Black History Month (UK) → Breast Cancer Awareness Month →	2 TechCrunch Disrupt → 66M <sup>Tweet impressions¹</sup>	3	4 World Smile Day World Animal Day	5
6 BET Hip Hop Awards	7	8 Yom Kippur →	9	10 World Mental Health Day BFI Film Festival →	11	12
13	14	15	16 World Food Day	17 International End Poverty Day	18 DreamHack Rotterdam 2019 →	19
20	21	22	23	24 United Nations Day	25	26
27 Daylight Saving Time Ends Diwali	28	29	30	31 Halloween 2.6B <sup>Tweet impressions¹</sup>		

## EVENTS LENGTHS

Yom Kippur	8/10-9/10
BFI Film Festival	10/10-23/10
Black History Month (UK)	1/10-31/10
Breast Cancer Awareness Month	1/10-31/10
TechCrunch Disrupt	2/10-4/10
DreamHack Rotterdam 2019	18/10-20/10

## SEASONAL INSIGHT

What are people doing?

Ideating:  
Saving money and preparing shopping lists.

Brand opportunity

Get on people's lists. Increase consideration for your brand or products.

## NOTES

2019

11



SUN	MON	TUE	WED	THU	FRI	SAT
					1 Movember → All Saints' Day	2
3 MTV Music Awards Europe	4 Microsoft Ignite → Web Summit →	5 Guy Fawkes Day	6	7	8	9
10 Remembrance Sunday	11 COP24 → 111M <sup>Tweet impressions¹</sup>	12	13 World Kindness Day	14	15 Children in Need	16
17 American Music Awards 833M <sup>Tweet impressions¹</sup>	18	19 Dreamforce → 28M <sup>Tweet impressions¹</sup>	20	21	22	23
24	25	26	27	28 Thanksgiving 1.4B <sup>Tweet impressions¹</sup>	29 Black Friday 904M <sup>Tweet impressions¹</sup>	30 St Andrew's Day

EVENTS LENGTHS

Buen Fin	15/11-18/11
Movember	1/11-30/11
Web Summit	4/11-7/11
Microsoft Ignite	4/11-8/11
COP24	11/11-22/11
Dreamforce	19/11-29/11

SEASONAL INSIGHT

What are people doing?

Shopping:  
Researching for gifts, searching for deals, and purchasing.

Brand opportunity

Get in people's baskets. Influence purchase intent.

NOTES



2019



SUN	MON	TUE	WED	THU	FRI	SAT
1 Advent →	2 Cyber Monday 268M <small>Tweet impressions¹</small> Amazon Re:Invent →	3 International Day of Persons with Disabilities	4	5	6 Saint Nicholas Day	7
8	9	10 International Human Rights Day	11	12	13	14
15	16	17	18	19	20	21
22 Winter Solstice Hanukkah →	23	24 Christmas Eve	25 Christmas Day 5.8B <small>Tweet impressions¹</small>	26 Boxing Day 156M <small>Tweet impressions¹</small> St Stephen's Day Boxing Day Football 84M <small>Tweet impressions¹</small>	27	28
29	30	31 New Year's Eve 4.5B <small>Tweet impressions¹</small>				

EVENTS LENGTHS

The Games Awards	TBD
Advent	1/12-24/12
Hannukah	22/12-30/12
Amazon Re:Invent	2/12-6/12

SEASONAL INSIGHT

What are people doing?

Celebrating:  
Purchasing gifts, decorating, enjoying the season (movies, food, family).

Brand opportunity

Celebrate the season. Help them make decisions in the final hour.

NOTES