

**Middle East +
North Africa**



@TwitterBusiness Calendar

Events to Tweet about



Note: As guidance around social distancing due to COVID-19 continues to evolve, events featured in the 2020 Twitter marketing calendar are subject to change.

January

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day	2	3	4 London Men's Spring Fashion Week →
5 Golden Globe Awards Dakar Rally →	6	7 Consumer Electronics Show → Christmas Day (Orthodox)	8	9 Winter Youth Olympics →	10	11
12	13	14 Paris Men's Spring Fashion Week →	15	16 Abu Dhabi HSBC Championship →	17	18
19	20 Australia Open → Blue Monday Paris: Haute Couture →	21 World Economic Forum →	22 Cairo International Book Fair (Egypt) →	23 Omega Dubai Desert Classic →	24 Dubai Standard Chartered Marathon	25 Chinese New Year
26 Grammy Awards	27 Arab Health Exhibition & Congress →	28	29	30 Saudi International Powered by SBIA →	31	

Tweet inspiration: Get in on the fun of award season (we see you, #GoldenGlobes and #Grammys👁️👁️) with some ‘awards’ of your own.

Use **Twitter Polls** 🗳️ to have followers vote for their favorites — this could be research driven, like their favorite type of content or something purely fun, like their favorite emojis.

EVENTS LENGTHS

Dakar Rally	5/1 - 17/1	Dubai Shopping Festival	26/12 - 2/1	London Men's Spring Fashion Week	4/1 - 6/1
Winter Youth Olympics	9/1 - 22/1	World Economic Forum	21/1 - 24/1	Paris Men's Spring Fashion Week	14/1 - 19/1
Abu Dhabi HSBC Championship	16/1 - 19/1	Cairo International Book Fair	22/1 - 4/2	Paris: Haute Couture	20/1 - 23/1
Australia Open	20/1 - 2/1	Arab Health Exhibition & Congress	27/1 - 30/1		
Omega Dubai Desert Classic	23/1 - 26/1	Consumer Electronics Show	7/1 - 10/1		
Saudi International Powered by SBIA	30/1 - 2/2				

February

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 World Cancer Day	5	6 New York Spring Fashion Week →	7	8
9 Academy Awards	10	11	12	13	14 Valentine's Day London Spring Fashion Week →	15
16 Gulfood →	17 Dubai Tennis Championships	18 Milan Spring Fashion Week →	19	20	21 Dubai Food Festival →	22
23	24 Paris Spring Fashion Week → Innovation Arabia →	25 Kuwait National Day	26 Dubai International Jazz Festival →	27	28	29

Tweet inspiration: Like valentines themselves, Tweets are often best when short and sweet.

As you draft up your February & future Tweets, here are some things to keep in mind:

- Condense your Tweet copy to its core message or hook
- Limit yourself to 1-2 hashtags
- Keep videos between 6-15 seconds

EVENTS LENGTHS

New York Spring Fashion Week	6/2 - 13/2	Dubai Tennis Championships	17/2 - 29/2
London Spring Fashion Week	14/2 - 18/2	Gulfood	16/2 - 20/2
Milan Spring Fashion Week	18/2 - 24/2	Dubai Food Festival	21/2 - 9/3
Paris Spring Fashion Week	24/2 - 3/3	Innovation Arabia	24/2 - 26/2
Dubai International Jazz Festival	26/2 - 28/2		
RedFestDXB	TBD		

March

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 World Wildlife Day	4	5 Geneva International Motor Show → Middle East Film & Comic Con →	6	7
8 International Women's Day The Big 5 Saudi →	9 Holi →	10 Dubai International Boat Show →	11	12	13	14
15	16	17	18	19	20 Spring Equinox International Day of Happiness Formula 1 Gulf Air Bahrain Grand Prix →	21 Mother's Day Twitter's Birthday
22 Al Isra Wal Miraj (The Prophets Ascension) World Water Day	23	24	25 Art Dubai →	26	27	28 Dubai World Cup
29	30	31				

Tweet inspiration: There's no shortage of events this month, and while you may not be attending them in person, it doesn't mean you can't attend in Tweet.

Use [Event targeting](#) within Twitter Ads to target an event's relevant audience.

EVENTS LENGTHS

Geneva International Motor Show	5/3 - 8/3	Middle East Film & Comic Con	5/3 - 7/3
The Big 5 Saudi	8/3 - 11/3	Dubai Modest Fashion Week	TBD
Dubai International Boat Show	10/3 - 14/3	Formula 1 Gulf Air Bahrain Grand Prix	20/3 - 22/3
Art Dubai	25/3 - 28/3		
Holi	9/3 - 10/3		

April

SUN	MON	TUE	WED	THU	FRI	SAT
			1 April Fools Day	2 Book Fair (KSA) →	3 Orphans Day (Egypt)	4
5	6	7 World Health Day	8 World Art Dubai →	9	10	11
12 Easter →	13	14	15 Tribeca Film Festival →	16	17	18 Arab Club Champions Cup Final
19	20 Sham El-Nessim	21	22 Earth Day	23	24 Ramadan →	25
26	27	28	29	30		

Tweet inspiration: Internal research has shown [Tweets with GIFs gained 55% more engagement](#) than Tweets without them. (Added bonus: they're free, easy, and usually adorable.)

Consider using GIFs not only as outbound Tweets, but as replies — joining a popular conversation can be just as effective as starting your own.

Twitter Internal data: Based on study of 3.7M accounts

EVENTS LENGTHS

Easter	12/4 - 13/4
Ramadan	24/4 - 23/5
World Art Dubai	8/4 - 11/4
Cityscape Saudi Arabia Jeddah	TBD
Tribeca Film Festival	15/4 - 26/4

May

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Labour Day (Egypt)	2
3	4 Star Wars Day IBM Think →	5	6	7	8	9
10	11 PGA Championship →	12 Cannes Film Festival →	13	14	15	16 Kuwaiti Women's Day
17	18 French Open →	19	20	21	22	23 FA Cup Final Eid al-Fitr →
24	25	26	27 UEFA Europa League Final	28	29	30 UEFA Champions League Final
31						

Tweet inspiration: Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics.

When it comes to fun holidays like #StarWarsDay, consider using [Conversation targeting](#) to promote your relevant Tweets to members of your audience already showing interest in that day.

EVENTS LENGTHS

Cannes Film Festival	12/5 - 23/5	IBM Think	4/5 - 7/5
TV BAFTA Awards	TBD		
The French Open	18/5 - 7/6		
PGA Championship	11/5 - 17/5		
Eid al-Fitr	23/5 - 24/5		

June

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Jeddah Season →	2	3 US Women's Open →	4	5	6
7	8 London Tech Week →	9	10	11	12 UEFA Euro →	13
14	15 MTV Movie & TV Awards →	16	17	18	19	20 Summer Solstice
21 Father's Day (UAE/EG/SA) World Music Day	22 Cannes Lions →	23 Women's PGA Championship →	24 Saudi Women Driving Ban Lift Anniversary	25	26	27
28	29 Wimbledon →	30 Social Media Day				

Tweet inspiration: Going on summer vacation? [Schedule your Tweets](#) to keep your organic Tweets at work.

You can schedule your Tweets by visiting [ads.twitter.com](#)

EVENTS LENGTHS

US Women's Open	3/6 - 7/6	Jeddah Season	1/6 - 31/7
UEFA Euro	12/6 - 12/7		
Women's PGA Championship	23/6 - 28/6		
Wimbledon	29/6 - 12/7		
London Tech Week	8/6 - 12/6		
Cannes Lions	22/6 - 26/6		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

July

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12 British Open →	13	14	15	16	17 World Emoji Day	18
19	20	21	22	23	24 Summer Olympics 2020 →	25
26	27	28	29 Arafat (Haj) Day	30 Eid al-Adha → International Day of Friendship	31	

Tweet inspiration: As the Olympics kick off, consider embracing the themes of teamwork and competition with a Tweet challenge of your own. This can be something simple, like “who has the most unread messages in their inbox?” or “what is your best caption for this GIF?” For anything involving an official contest or prizes, be sure to sync with your legal partners.

EVENTS LENGTHS

British Open	12/7 - 19/7
Summer Olympics	24/7 - 9/8
Eid al-Adha	30/7 - 3/8

August

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Back to School →
2	3	4	5	6	7	8
9	10	11	12 International Youth Day	13	14	15
16	17	18	19	20 Islamic New Year / Hijri	21	22
23 Hashtag Day	24 US Open → MTV VMAs	25 2020 Paralympic Games → GamesCom →	26 Women's Equality Day	27	28 Emirati Women's Day	29
30	31					

Tweet inspiration: Internal research has shown that [Tweets with video attract 10X more engagement](#).
As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.

Twitter Internal data: Based on study of 3.7M accounts

EVENTS LENGTHS

Back to School	1/8 - 30/9
GamesCom	25/8 - 29/8
US Open	24/8 - 6/9
2020 Paralympic Games	25/8 - 6/9

September

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Venice International Film Festival →	3	4	5 New York Fall Fashion Week →
6	7	8	9	10 World Suicide Prevention Day	11	12
13 London Fall Fashion Week →	14	15	16	17 Milan Fall Fashion Week →	18	19
20	21 International Day of Peace	22 First Day of Fall	23 Saudi National Day Paris Fall Fashion Week →	24	25 Ryder Cup	26
27 World Tourism Day GITEX Technology Week →	28	29 World Heart Day	30			

Tweet inspiration: In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:

- Tweet a video tutorial
- Use a Tweet Thread to answer FAQs
- Host a webinar or Periscope
- Sharing a little #WednesdayWisdom

EVENTS LENGTHS

Venice International Film Festival	2/9 - 12/9	GITEX Technology Week	27/9 - 1/10
New York Fashion Week	5/9 - 13/9	WNBA Playoffs	TBD
London Fashion Week	13/9 - 17/9		
Paris Fashion Week	23/9 - 1/10		
Milan Fashion Week	17/9 - 23/9		
El Gouna Film Festival	TBD		

October

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Breast Cancer Awareness Month International Coffee Day Riyadh Season →	2 World Smile Day	3
4 World Animal Day	5 World Teachers Day	6 Armed Forces Day (Egypt)	7	8	9	10
11	12	13	14 National Dessert Day	15	16 World Food Day	17 International End Poverty Day Omani Women's Day
18	19	20 Dubai Expo 2020 →	21	22	23	24
25	26	27	28	29 Prophet Muhammad's Birthday	30	31 Halloween

Tweet inspiration: ‘Tis the season for planning! As you begin to outline your holiday content, here are some ideas to consider:

• Gift guides

• Product spotlights

• Campaigns that give back

• How-to videos

• Pre-order campaigns

EVENTS LENGTHS

Breast Cancer Awareness Month	1/10 - 31/10	BFI Film Festival	TBD
Dubai Expo	20/10 - 10/4		
Fashion Forward Dubai	TBD		
Riyadh Season	1/10 - 31/12		
Cairo Jazz Festival	TBD		
The Big Entertainment Show	TBD		

November

SUN	MON	TUE	WED	THU	FRI	SAT
1 Movember →	2	3 US Presidential Election	4	5	6	7
8	9 Dreamforce →	10	11	12	13 World Kindness Day	14 Diwali
15	16	17	18 Oman National Day	19	20	21
22 The World Government Summit →	23	24	25	26	27 White Friday	28
29 Formula 1 Abu Dhabi Grand Prix	30 Cyber Monday					

Tweet inspiration: Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as “limited time only” and “buy now”.

Pro tip: when offering discounts, express them as a percentage, not a number.

EVENTS LENGTHS

Movember	1/11 - 30/11	Dubai Fitness Challenge	TBD
Annual Runway Dubai Fashion Show	TBD	Al Janadriyah Festival	TBD
Dubai International Motor Show	TBD	Arab Fashion Week	TBD
Dubai Airshow	TBD	Cairo International Film Festival	TBD
Dreamforce	9/11 - 12/11		
The World Government Summit	22/11 - 25/11		

December

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Bahraini Women's Day	2 UAE National Day	3	4	5
6	7	8	9	10 International Human Rights Day	11	12
13	14	15	16 Bahrain National Day	17	18 Qatar National Day UN Arabic Language Day	19
20	21	22 Winter Solstice	23	24 Christmas Eve	25 Christmas	26 Dubai Shopping → Festival
27	28	29	30	31 New Year's Eve		

Tweet inspiration: December is a month of holidays — and a month of travel.
If there is content you want people to read or listen to, consider framing — or even creating — it as a way to pass time en route.

EVENTS LENGTHS

Dubai Shopping Festival	26/12 - 1/2
Dubai International Film Festival	TBD
Marrakech International Film Festival	TBD
Dubai Rugby 7s	TBD

Notes and Tweet ideas

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