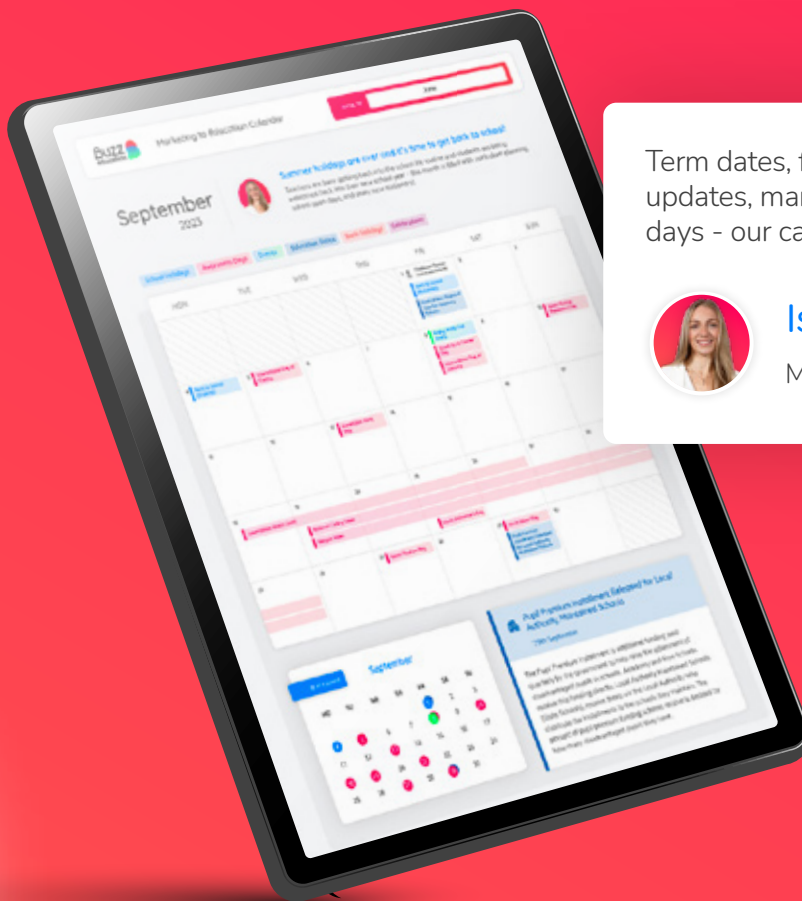


2023-24 Academic Year

# Marketing to Education Calendar

All the dates you need to successfully plan your 2023-24 marketing.



Term dates, financial timelines, education updates, marketing events and awareness days - our calendar has it all!



**Isobel Ellis**

Marketing Executive

# September 2023



Summer holidays are over and it's time to get back to school!

Teachers are busy getting back into the school life routine and students are being welcomed back into their new school year - this month is filled with curriculum planning, school open days, and shiny new stationery!

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
				1 Childhood Cancer Awareness Month Back to School (N. Ireland) Start of New Financial Year for Academy Schools	2	3
4 Back to School (England)	5 International Day of Charity	6	7	8 Rugby World Cup Starts Stand Up to Cancer Day International Day of Literacy	9	10 World Suicide Prevention Day
11	12	13 Roald Dahl Story Day	14	15	16	17
18 Great British Beach Clean	19 National Coding Week Recycle Week	20	21 World Alzheimer's Day	22	23	24
25 National Coding Week Recycle Week	26	27 World Tourism Day	28	29 World Heart Day Pupil Premium Installment Released for Local Authority Maintained Schools	30	

**AT A GLANCE** September

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### Pupil Premium Installment Released for Local Authority Maintained Schools

29th September

The Pupil Premium Installment is additional funding paid quarterly by the government to help raise the attainment of disadvantaged pupils in schools. Academy and free schools receive this funding directly. Local Authority Maintained Schools (state schools), receive theirs via the local authority who distribute the installments to the schools they maintain. The amount of pupil premium funding schools receive is decided by how many disadvantaged pupils they have.

# October 2023



## As autumn comes to an end...

Teachers and students are back into the swing of things with lots of marking, preparing for parents' evenings and counting down to the half term break! Teachers do their spending and planning throughout the year so now is a great time to let education staff know what you offer.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
						1  Breast Cancer Awareness Month
2 Dyslexia Awareness Week	3	4 World Space Week	5 World Animal Day	6 World Teacher's Day	7 National Education Show (Cardiff)	8
9 World Space Week	10 Pupil Premium Instalment Released for Academies and Free Schools	11 World Mental Health Day	12	13	14	15
16 World Food Day	17 UCAS Deadline (Oxford, Cambridge, Medicine, Dentistry and Veterinary Science)	18	19	20	21	22
23 Half Term (England)	24	25	26	27	28	29
30 Half Term (Wales) Half Term (N. Ireland)	31 Halloween					

AT A GLANCE

### October

MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Now is a great time to remind yourself about the different job roles in UK schools. Some education staff are key decision makers and others are influencers in the school spending process. You should think about which staff are most relevant to you and create a targeted marketing mailing list.

[Check out the education job roles here](#)

# November 2023



## November is a busy month for schools!

There are lots of events to get everyone through the dark winter weather. Better still, Black Friday and Cyber Monday are great times to boost your engagement rates – in fact, we know that including an offer in your email, such as a free resource, free trial or discount, can double your click through rates!

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
30		1 Half Term (Wales)	2 Outdoor Classroom Day	3	4	5
6 Talk Money Week	7	8	9	10	11 Remembrance Day	12 Remembrance Sunday Diwali
13 Anti Bullying Week Global Entrepreneurship Week	14	15	16 Road Safety Week	17 Children in Need	18	19
20 Road Safety Week	21	22 Schools & Academies Show (Birmingham)	23	24 Black Friday World Science Day	25	26
27 Cyber Monday	28 St Andrew's Day Public Holiday (Scotland)	29	30			

AT A GLANCE

### November

MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

💡 We recommend aiming for your email to land before school starts, at break time, or lunch time, as these times achieve consistently high engagement rates. But remember, it's always worth testing to understand what works for your product or service, and who you're targeting.

For more insights on teacher habits and email preferences, check out our [Top Trends guide](#).

# December 2023



## And so the countdown to Christmas begins!

Jam-packed with fun festivities, from school visits and pantomimes to nativity plays and class parties, December is hectic in schools. And remember, all of these events and activities get booked well in advance, so don't leave your marketing to the last minute – get it done a few months ahead (we recommend starting in September)!

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
School Holidays				1	2	3
4	5 International Volunteer Day	6	7 Christmas Jumper Day CIF Application Deadline	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24 Christmas Eve
25 Christmas Day Christmas Break	26 Boxing Day	27	28	29 Pupil Premium Installment Released for Local Authority Maintained Schools	30	31

AT A GLANCE December

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**CIF Application Deadline**  
7th December

The Condition Improvement Fund (CIF) aims to help keep education provider buildings safe and in good working order and will also support a small proportion of expansion projects.

# January 2024



## New year, new mindset!

With UCAS deadlines looming and the start of the new year, January is a big month for schools as it's all about helping students focus and getting prepared for the new financial year coming up.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
1 <b>New Year's Day</b>	2	3 <b>Back to School (N. Ireland)</b>	4	5	6	7
<b>Christmas Break</b>						
8 <b>Back to School (England / Scotland / Wales)</b> <b>Pupil Premium Instalment Released for Academies and Free Schools</b>	9	10	11	12	13	14
15	16	17	18	19	20	21 <b>World Religion Day</b>
22	23	24	25 <b>International Day of Education</b> <b>BETT Show 2024 London</b>	26	27 <b>RSPB Big Schools' Birdwatch</b>	28 <b>Holocaust Memorial Day</b>
29	30	31 <b>UCAS Application Deadline (general)</b>	Holidays			
<b>Storytelling Week</b>						

AT A GLANCE January

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**World Religion Day**  
21st January

This is a celebration of all religions, and is a time to learn about many faiths and unite people in their beliefs. If you can support schools in celebrating this event, [get in touch with our team](#) who can help you reach faith schools across the country.

# February 2024



## Support for students this month

February is all about making sure students feel supported and motivated, with lots of key events including Children's Mental Health Week and National Apprenticeship Week.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
			1 World Cancer Day	2	3	4
	Storytelling Week					
5 Children's Mental Health Week	6 National Apprenticeship Week	7 Safer Internet Day	8	9	10 Chinese New Year	11 International Day of Girls and Women in Science
12 Half Term (England / Scotland / Wales / N. Ireland)	13 Pancake Day	14 Valentine's Day	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

AT A GLANCE

### February

MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

We know that teachers check their inboxes at different times, depending on their timetables. However, our insights report that 93% of teachers check their school email account before school starts, and 77% of teachers will check their emails after school finishes, so bear these key times in mind when scheduling your campaigns!

# March 2024



The well-deserved Easter break is now on the horizon...

It's all systems go to finish the term off before we approach exam season. Revision and support sessions are key so teachers will be looking for tips, tools and resources to support their pupils.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
				1 St David's Day	2	3
4 National Careers Week			7 World Book Day World Wildlife Day	8 International Women's Day British Science Week	9	10
11 Ramadan	12	13	14 International School Meals Day	15	16 Young Carer's Action Day	17 St Patrick's Day
British Science Week						
18	19	20	21	22	23	24
25 Easter Break (Wales)	26	27	28 Pupil Premium Installment Released for Local Authority Maintained Schools	29 Good Friday	30 Easter Break (England/Scotland)	31 Easter Sunday

AT A GLANCE

### March

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### National Careers Week

4th - 9th March

National Careers Week is a time for education providers to give their students important insights into the future world of work and open their eyes to some of amazing opportunities that are out there.

Make the most of this key event with a [marketing campaign](#) to let educators know how you can support their pupils. Be sure to include Heads of Careers in your mailing list!



# April 2024



## The start of summer term and exam season.

Now we're in the new financial year, this month involves lots of planning and putting spending plans into action. Plus the exam season is almost here so teachers and students are busy preparing.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
1 Easter Break (Wales)	2 Easter Break (England/Scotland)	3	4	5	6 Start of the Financial Year	7 World Health Day
8 Easter Monday (Public Holiday)	9 Pupil Premium Instalment Released for Academies and Free Schools	10	11	12	13	14
15	16 Eid al-Fitr	17	18	19	20	21
22 Earth Day	23 St George's Day	24	25	26	27	28
29	30					

**AT A GLANCE**

### April

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### Start of the Financial Year

6th April

The start of the new financial year is a key time for planning and preparation. The Education Budget will increase again this year so there's lots of opportunities for schools to invest. Learn everything you need to know about school finances with the help of our [School Finances Snapshot](#).

[Read it now](#)

# May 2024



Despite the 2 bank holidays, May is non-stop.

Exams start and deadlines approach, meaning it's full steam ahead for teachers and their students.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
		1 Early May Bank Holiday	2	3	4	5
6 Deaf Awareness Week GCSEs and A Level Exams Start	7	8 VE Day	9	10	11	12
13 Year 6 SATS	14	15	16	17	18 International Museum Day National Numeracy Day	19
20 Walk to School Week National Thank a Teacher Day	21	22	23	24	25	26
27 Half Term (England and Wales)	28	29	30 National Creativity Day	31		

AT A GLANCE

May

MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**TOP TIP**

Always include testimonials in your campaigns as teachers love to hear how others have benefited.

In fact, we know that 70% of teachers will look for reviews before choosing a new supplier.

# June 2024



## It's summer season in schools.

There are lots of events this month after the busy exam season, including school trips, visits and some sports days.

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
1					1	2
3	4	5 <span>World Environment Day</span>	6 <span>D Day</span>	7	8	9
10	11	12 <span>Key Stage 1 Phonics Screening Week</span>	13	14	15	16 <span>Eid al Adha</span>
17 <span>Learning Disability Week</span>	18			21 <span>World Music Day</span>	22	23
Eid al Adha						30
24	25	26	27	28	29	30

AT A GLANCE June

MO	TU	WE	TH	FR	SA	SU
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

💡 68% of teachers have already started planning for the next academic year so now is a great time to get noticed and build your brand awareness!

# July 2024



July is full of end of year trips, school proms and celebrations to mark the achievements of the pupils before the summer holidays begin. Schools will book these well in advance so make sure you're ahead of the game and send your campaigns early – we recommend as far back as March!

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
1 Wimbledon Tournament Summer Break (Scotland and N. Ireland)	2	3	4	5	6	7
8 Wimbledon Tournament	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23 Summer Break (England and Wales)	24	25	26 Paris Olympics	27	28
29 Paris Olympics	30	31				

**AT A GLANCE**

July

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The government usually funds sessions over the school holidays to support families and provide children with nutritious food and engaging activities over the break.

[Read more about education funding](#)

# August 2024



## Teachers are busy working all summer

Students may be on summer break, but there's no rest for teachers with planning still to be done for the next academic year, and exam results days imminent!

- School Holidays
- Awareness Days
- Events
- Education Dates
- Bank Holidays
- Celebrations

MON	TUE	WED	THU	FRI	SAT	SUN
29			1	2	3	4
			Paris Olympics			
5	6	7	8	9	10	11
Summer Bank Holiday (Scotland)						
Paris Olympics						
12	13	14	15	16	17	18
World Youth Day			A Level Results Day			
19	20	21	22	23	24	25
			GCSE Results Day			
26	27	28	29	30	31	
Summer Bank Holiday						

**AT A GLANCE** August

MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

💡 Our research shows that 86% of teachers regularly check their emails over the school holidays, so it's a great time to beat the rush and catch their attention.



## What Next?

Use these dates to get a head start on your marketing planning for the 2023-24 academic year.

Our team of industry experts are always around to help you coordinate your marketing strategy and boost your engagement rates.



**Isobel Ellis**

Marketing Executive

Get in touch today:

☎ 01257 460036

✉ [info@buzz-education.com](mailto:info@buzz-education.com)

[buzz-education.com](https://buzz-education.com)

