

# 2018 Corporate Gifting / Branded Merchandise Planner

Corporate gifting is used as a specific marketing strategy to build brand awareness and engagement. Unique corporate gifts are also an excellent way to differentiate your business, build relationships and have lasting brand exposure in front of your ideal target audience.

We've created a 2018 calendar to help you brainstorm ideas and plan your corporate gifting occasions throughout the year. Also listed below are some of Australia's popular special events, public holidays, major events and charitable events.

Here are some occasions to get you started:

- Conference / trade show giveaways
- Christmas / Easter gifts
- Client / vendor thank you gifts
- Gift baskets
- Employee induction packs
- Sales team equipment
- Employee recognition / Birthdays
- Staff travel packs
- Branded customer merchandise
- Special events
- Personalised gifts
- Branded merchandise



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 New Years Day 26 Australia Day	14 Valentines Day 16 Chinese New Year 17 Random Acts of Kindness Day Ovarian Cancer Awareness Month	2 Employee Appreciation Day 5-11 Kidney Health Week 8 International Women's Day 14-18 World's Greatest Shave 17 St. Patricks Day 30 Good Friday	1 Fool's Day 1 Easter Sunday 2 Easter Monday 7 World Health Day 14-15 Australian Running Festival 25 Anzac Day Go Blue for Autism Month	1 May Day 5-8 White Shirt Campaign 13 Mother's Day 13 Mothers Day Classic Fun Run 13-17 Mercedes Benz Fashion Week 19-20 May Tough Mudder	17 Brissy to the Bay Bike Ride 21 International Day of Yoga 30 Red Nose Day Bowel Cancer Awareness Month	7 AIME National Hoodie Day 21 National Pyjama Day 21-22 Regional Flavours Brisbane Christmas in July Dry July Month	10-19 Brisbane Royal Show 26 Bridge to Brisbane Fun Run Tradies National Health Month	1 Gold Bow Day 2 Fathers Day 2-8 Legacy Week 14 R U OK Day	1 Labour Day 5 -7 & 12-14 Oktoberfest 31 Halloween	2 Walk to Work Day 6 Melbourne Cup 23 Black Friday Sales 26 Cyber Monday Sales Movember	24 Christmas Eve 25 Christmas Day 31 New Year's Eve

## Your Gifting Occasion Ideas
