2027 · FOR CREATORS AND SMALL BUSINESSES

Global Moments Playbook

Marketing & sales calendar for 2027

63 dated moments from every region, each with the exact day to start sales prep, ads, video and audio.

Plainwork Studio

How to use it

Every moment has a weight from ★ to ★★★ and four start dates. A moment is won in the weeks before it, not on the day.

Weight	Sales prep	Ads live	Video ready	Audio ready
★★★ big	21 days before	14 days	10 days	7 days
★★ medium	14 days	10 days	7 days	5 days
★ small	—	5 days	4 days	—

Your weekly rhythm

- **Monday:** look at the next 30 days; pick the one big moment.
- **Tuesday–Wednesday:** make the assets whose start date has arrived.
- **Thursday:** schedule posts and emails; check order-by dates.
- **Friday:** note what sold; write one line in your results log.

Choose your regions

Each moment carries region tags (GL global, US, UK, EU, DK, CA, AU, LATAM, MENA, ASIA). Filter the CSV or the calendar file by the markets you serve and ignore the rest.

> **Dates:** fixed-date days, weekday rules, Easter, the Lunar and Chinese calendars, Diwali, Holi and the Persian calendar are computed and cross-checked. Islamic dates marked “est.” follow astronomical calculation and can shift by ±1 day with local moon sighting; check your local announcement. Nowruz: the year turns on 20 March 2027 at 23:55 Tehran time.

Year at a glance

Big number = moments that month. Listed = ★★★ moments.

Jan
5

1 · New Year's Day

Feb
6

6 · Lunar New Year
14 · Valentine's Day

Mar
9

10 · Eid al-Fitr
21 · Nowruz

Apr
6

May
5

9 · Mother's Day
12 · International Nurses Day

Jun
6

Jul
3

Aug
2

Sep
3

Oct
6

29 · Diwali
31 · Halloween

Nov
7

11 · Singles' Day
26 · Black Friday
29 · Cyber Monday

Dec
5

24 · Christmas Eve
25 · Christmas Day

The big moments

All ★★★ moments with the day sales prep starts.

Date	Moment	Sales prep starts
Jan 1	New Year's Day	Dec 11
Feb 6	Lunar New Year (Year of the Goat)	Jan 16
Feb 14	Valentine's Day	Jan 24
Mar 10	Eid al-Fitr (est.)	Feb 17
Mar 21	Nowruz (Persian New Year 1406)	Feb 28
May 9	Mother's Day (US, Denmark)	Apr 18
May 12	International Nurses Day	Apr 21
Oct 29	Diwali	Oct 8
Oct 31	Halloween	Oct 10
Nov 11	Singles' Day (11.11)	Oct 21
Nov 26	Black Friday	Nov 5
Nov 29	Cyber Monday	Nov 8
Dec 24	Christmas Eve	Dec 3
Dec 25	Christmas Day	Dec 4

January 2027

1 Fri

New Year's Day

GL · Sales event · ★★★

Fresh-start offers: planners, courses, subscriptions, goals bundles.

SALES	ADS	VIDEO	AUDIO
Dec 11	Dec 18	Dec 22	Dec 25

6 Wed

Epiphany / Three Kings

EU · LATAM · Seasonal fun · ★☆☆

Gift-giving day in Spain and Latin America; Spanish-language greeting content.

SALES	ADS	VIDEO	AUDIO
—	Jan 1	Jan 2	—

18 Mon

Martin Luther King Jr. Day

US · Awareness day · ★☆☆

Quote and service content; avoid hard sell.

SALES	ADS	VIDEO	AUDIO
—	Jan 13	Jan 14	—

26 Tue

Australia Day

AU · Seasonal fun · ★☆☆

Summer sales and barbecue content for Australian audiences; the day is debated, keep the tone neutral.

SALES	ADS	VIDEO	AUDIO
—	Jan 21	Jan 22	—

28 Thu

Data Privacy Day

GL · Awareness day · ★☆☆

Security tips, privacy checklist freebies for tech and service brands.

SALES	ADS	VIDEO	AUDIO
—	Jan 23	Jan 24	—

February 2027

6 Sat

Lunar New Year (Year of the Goat)

ASIA · Cultural celebration · ★★★

Biggest gifting season in East and Southeast Asia; red-and-gold greeting creatives.

SALES	ADS	VIDEO	AUDIO
Jan 16	Jan 23	Jan 27	Jan 30

8 Mon

Ramadan begins (est.)

MENA · ASIA · Cultural celebration · ★★☆

Calm, family and charity content; shift posting to evenings; iftar-time offers.

SALES	ADS	VIDEO	AUDIO
Jan 25	Jan 29	Feb 1	Feb 3

9 Tue

Carnival / Mardi Gras

LATAM · US · EU · Seasonal fun · ★★☆

Carnival peaks in Brazil, New Orleans and across Europe: costume, music, food and party-event content.

SALES	ADS	VIDEO	AUDIO
Jan 26	Jan 30	Feb 2	Feb 4

14 Sun

Valentine's Day

GL · Gifting moment · ★★★

Gift guides for partners, friends and ‘self-love’; last-order date is key.

SALES	ADS	VIDEO	AUDIO
Jan 24	Jan 31	Feb 4	Feb 7

15 Mon

Presidents' Day

US · Sales event · ★☆☆

Long-weekend sale for furniture, mattresses, electronics, courses.

SALES	ADS	VIDEO	AUDIO
—	Feb 10	Feb 11	—

February 2027 continued

21
Sun

International Mother Language Day

GL | Awareness day | ★☆☆

Perfect for language, translation and education brands; bilingual posts.

SALES	ADS	VIDEO	AUDIO
—	Feb 16	Feb 17	—

Full playbook

This is the free sample: January and February. The full playbook has all 63 moments of 2027, the lane playbook, a campaign one-pager, and CSV and calendar (.ics) files with start-by reminders.