THE EVENTS EVERY ORGANIZATION ALREADY HA

The Events Calendar

Results cannot be planned; events can. An event repeated every year becomes a ritual. Most organizations use a third of the events they already have.

1 · The competition

Start and end of the championship · big matches (derby, the leader, cup nights) · breaks (winter, international) · transfer windows

2 · The organization

Foundation day · historic moments (a title, a promotion, a famous win, a tragedy remembered) · anniversaries of titles and legends

3 · The community

Day of the city · local holidays and festivals · neighbourhood events · the marathon, the market, the concert in the square

4 · The year

Christmas · Easter · 1 June / children's day · start of school · Mother's Day · Valentine's Day · Halloween · New Year

5 · Commercial

Kit launch · season ticket campaign · squad presentation · sponsor announcement — built as real events, with a story, a place and a crowd

The defined list

Three levels: big (3–6), medium (10–15), small. Four questions: what it means for the community, how it fits the brand, what it can bring, what it costs. Write down what you leave out, and why.

The unexpected

Scenarios written in advance · materials ready · a named responsible · a budget reserve. Whoever reacts in the first hour wins the moment.