



Calendar & Marketing Guide

This Calendar is designed to serve as a small guide for businesses and marketers to the UAE's year-round events, both national and international. It is designed to help you decide how and when to run effective marketing campaigns based on coming events and a few marketing tips.

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BRIEF

This guide is coming from our deep understanding of how different seasons over the year affects marketing actions. If you are a marketer or a business owner who manages marketing campaigns, you need to make sure you are always ready for the upcoming trends.

By all means, you want to avoid missing the opportunity to participate in a national or international event, run late preparing a greeting post on social media, or only know about a shopping festival after you see your competitors running campaigns.

Disclaimer:

In this guide/calendar, we tried to add all the events, occasions, festivals dates to the best of our knowledge at the time of preparation. Some dates may vary due to different types of calendars such as Hijri Calendar or changes in country's holidays announcement or other reasons. However, you shall not experience a major difference.

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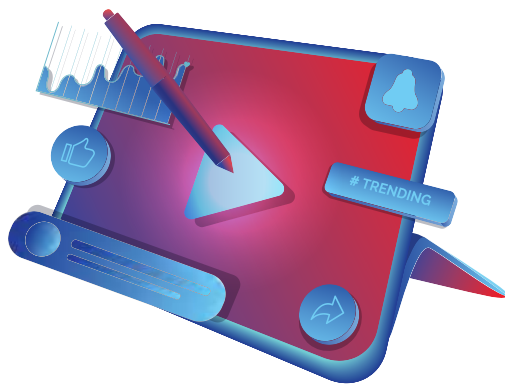
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MARKETING TRENDS OF THE YEAR 2022



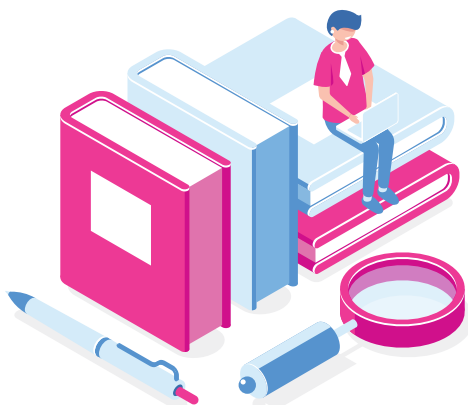
To build a strong marketing strategy for the new year, it's always good to look at what is trendy and what is outdated. In this section, we go over few marketing tips and techniques we believe will grow and evolve in 2022.

1. Video Marketing



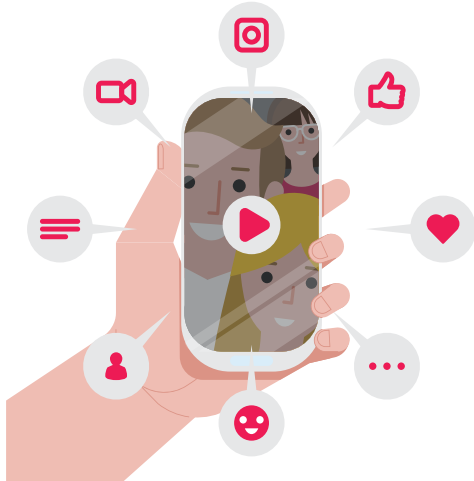
As you may have noticed already, all Social Media Platforms are incorporating video in their systems and furthermore, the algorithms are supporting them. We have always known that a picture is worth thousand words so imagine the power of a series of images. While videos usually take more effort to be produced, the good news is shorter videos are actually more trendy. So instead of spending your budget on 1 multi minutes long video, try utilizing it to produce several not more than 30 seconds vidoes.

2. Educational Content Marketing



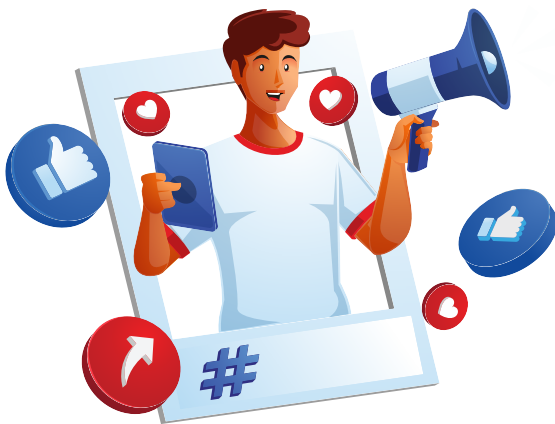
Adding value to what you share with your customers has never been as important as it is today. Promoting your products even with the most creative ideas is not enough. Especially for brands who are striving to grow and compete with larger businesses. With the increasing potentials of organic marketing, one of the best ways to get your content shared by people is to make it valuable and not products-centric. Educational Content Marketing is one of the best tools for brand awareness.

3. User Generated Content



User Generated Content is probably the closest digital marketing tool to the traditional word-of-mouth marketing. People tend to trust the reviews of normal users more than any other content produced by other Marketing efforts. With the availability of Social Media platforms, User Generated Content and users recommendations became more accessible, faster and can be measurable sometimes. Brands can now reward their users for their online posted Word-of-Mouth.

4. Humanized Brands



No matter how long you try to fight it back, people like to deal with humans not with cold objects. Do you usually hate to talk with the Auto-answering machines and insist on talking to a human customer service? Yes we all do. The more you humanize your brand experience, the more you market your business successfully. There are many ways to humanize the brands and influencers marketing is just one of them. Introducing your team, engaging with your audience on social media and showing some of your behind the scenes are only few additional tips.

5. Blocked 3rd Party Cookies Effect



Your Ads will not be able to stalk people around on the web anymore. With Google announcing its serious move to blocking 3rd party cookies in 2022, Marketing will have to become more thoughtful. To improve your customer experience and to build converting strategies, you will need to focus more on your own data collection. Since 1st party cookies are still reachable and usable, we will see brands spending more efforts on improving their websites experience, developing more interesting blogs, finding alternative advertising techniques and building better organic marketing strategies.

6. AR, VR and AI



Technology has always been the right hand of Marketing and it will continue to do. After the introduction of Meta Platforms, earlier known as Facebook, a buzz was created around the Virtual and Augmented Realty world. While AR and VR provide businesses with unlimited creative opportunities to promote their products and services, AI can assist them in completing exhausting activities such as lead generation, data analysis and improved customer experience.

Marketing trends are only methods that might perform better than others. This doesn't mean that it works for all businesses or other trends are totally gone. You will always need to study your customers needs and build strategies around their preferences. That's why creating customer-centric content has always been the most effective approach to build converting marketing strategies.

UAE'S IMPORTANT EXHIBITIONS IN 2022 BY MONTH

Disclaimer: This section is built to help you get insights about the coming Exhibitions for every month. Dates are tentative for some of them and some might get cancelled. We tried our best to cover as much Exhibitions as possible, but by no means we claim that this guide covers all the Exhibitions happening around the year in the UAE.

JANUARY

- THE BRIDE SHOW ARABIA | Abu Dhabi
- STEELFAB | Sharjah
- INTERSEC | Dubai
- SIGN AND GRAPHIC IMAGING MIDDLE EAST | Dubai
- WFES WATER | Abu Dhabi
- WORLD FUTURE ENERGY SUMMIT | Abu Dhabi
- WORLD FUTURE ENVIRONMENT EXHIBITION | Abu Dhabi
- ARAB HEALTH | Dubai
- BUILDING HEALTHCARE MIDDLE EAST | Dubai
- MEDLAB MIDDLE EAST | Dubai
- OBS-GYNE | Dubai

FEBRUARY

- AEEDC | Dubai
- BREAKBULK MIDDLE EAST | Dubai
- FUTURE DATACENTRES AND CLOUD INFRASTRUCTURE SUMMIT | Dubai
- SMART DATA SUMMIT | Dubai
- THE BRIDE SHOW | Dubai
- DJWF - DUBAI JEWELLERY & WATCH FAIR | Dubai
- GULFOOD EXHIBITION | Dubai
- EMERGENCY RESPONSE & DISASTER PREVENTION - EDM | Abu Dhabi
- FIRE & EMERGENCY MIDDLE EAST | Abu Dhabi
- INFOSECURITY MIDDLE EAST | Abu Dhabi
- INTERNATIONAL SECURITY & NATIONAL RESILIENCE (ISNR) | Abu Dhabi
- AIRCRAFT INTERIORS MIDDLE EAST (AIME) | Dubai
- DUPHAT | Dubai
- INTERNATIONAL JEWELLERY SHOW | Dubai
- GULF EDUCATION & TRAINING EXHIBITION (GETEX) | Dubai
- DUBAI DERMA | Dubai
- ISS WORLD MEA | Dubai

March

- ARAB PAEDIATRIC MEDICAL CONGRESS | Dubai
- MIDDLE EAST SMART LANDSCAPE SUMMIT | Dubai
- MIDDLE EAST SMART LIGHTING & ENERGY SUMMIT | Dubai
- PLASTICON | Dubai
- THE RESTAURANT SHOW | Dubai
- MIDDLE EAST FILM & COMIC CON | Abu Dhabi
- PROFESSIONAL BEAUTY GCC | Dubai
- PROFESSIONAL SPA & WELLNESS CONVENTION | Dubai
- INTERSOLAR MIDDLE EAST | Dubai
- MIDDLE EAST ELECTRICITY | Dubai
- MIDDLE EAST ENERGY | Dubai
- PAPER ONE SHOW | Sharjah
- SOLAR MIDDLE EAST | Dubai
- DUBAI INTERNATIONAL BOAT SHOW | Dubai
- E-CRIME & CYBERSECURITY | Dubai
- ART DUBAI
- IPE IMMIGRATION PROPERTY EXHIBITION | Dubai
- DIHAD | Dubai
- DUBAI WOOD SHOW | Dubai
- PRECISIONMED EXPO & SUMMIT | Dubai
- DUBAI INTERNATIONAL HORSE FAIR (DIHF) | Dubai
- EUROTIER MIDDLE EAST | Abu Dhabi
- MIDEAST WATCH & JEWELLERY SHOW | Sharjah
- CUSTOM SHOW EMIRATES | Dubai
- INTERNATIONAL PROPERTY SHOW (IPS) - Dubai
- ACCESS MBA | Dubai
- DUBAI ENTERTAINMENT, AMUSEMENT & LEISURE SHOW | Dubai
- FASHION ACCESS | Dubai

APRIL

- CITYSCAPE | Abu Dhabi

MAY

- INTERNATIONAL BOOK FAIR | Abu Dhabi
- ARABIAN TRAVEL MARKET | Dubai
- International Luxury Travel Market in Middle East | Dubai
- WORLD UTILITIES CONGRESS | Abu Dhabi
- CHILDREN'S READING FESTIVAL | Sharjah
- AIRPORT SHOW | Dubai
- CABSAT | Dubai
- MIDDLE EAST RAIL | Abu Dhabi
- GLOBAL AEROSPACE SUMMIT | Abu Dhabi
- INDEX DUBAI
- TELECOMS WORLD MIDDLE EAST | Dubai
- THE HOTEL SHOW | Dubai
- THE LEISURE SHOW | Dubai
- WORKSPACE | Dubai
- MIDDLE EAST BANKING INNOVATION SUMMIT | Dubai
- 5G MENA | Dubai
- EXPOCULINAIRE | Abu Dhabi
- WORLDCHEFS CONGRESS & EXPO | Abu Dhabi
- SEAMLESS MIDDLE EAST | Dubai

JUNE

- MIDDLE EAST EVENT SHOW | Dubai
- MIDDLE EAST PHARMA COLD CHAIN CONGRESS | Dubai
- OTOLARYNGOLOGY CONGRESS | Dubai
- MIDDLE EAST COATINGS SHOW | Dubai

JULY

AUGUST

- LOGISYM MENA | Dubai

SEPTEMBER

- INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION | Abu Dhabi
- GCC HEALTHCARE INNOVATION CONGRESS | Dubai
- HARDWARE & TOOLS MIDDLE EAST | Dubai
- INTERNATIONAL REAL ESTATE & INVESTMENT SHOW | Abu Dhabi
- MIDDLE EAST CLEANING TECHNOLOGY WEEK | Dubai
- MIDDLE EAST WASTE & RECYCLING | Dubai
- PROLIGHT + SOUND MIDDLE EAST | Dubai
- HYPERMOTION DUBAI
- MATERIALS HANDLING MIDDLE EAST | Dubai
- ARAB FUTURE CITIES SUMMIT | Dubai
- FM EXPO | Dubai
- MIDDLE EAST CONCRETE | Dubai
- MIDDLE EAST STONE | Dubai
- THE BIG 5 SHOW | Dubai
- URBAN DESIGN & LANDSCAPING EXPO | Dubai
- E-CRIME & CYBERSECURITY | Abu Dhabi
- HALAL EXPO | Dubai
- SEAFOOD EXPO - SEAFOOD PROCESSING EXPO | Dubai

OCTOBER

- ACCESS MBA | Abu Dhabi
- EDUCATION SHOW | Sharjah
- NAJAH | Abu Dhabi
- NAJAH CONNECT | Abu Dhabi
- NAJAH CONNECT | Dubai
- NATIONAL CAREER EXHIBITION | Sharjah
- TAWDEEF | Abu Dhabi
- GITEX TECHNOLOGY WEEK | Dubai
- PATIENT SAFETY | Dubai
- WETEX | Dubai
- ABU DHABI AIR EXPO | Abu Dhabi
- ABU DHABI HELI EXPO | Abu Dhabi
- INTERNATIONAL JEWELRY & WATCH SHOW | Abu Dhabi
- PROPTech MIDDLE EAST | Dubai
- BEAUTY WORLD MIDDLE EAST | Dubai

NOVEMBER

- AL FARES - INTERNATIONAL EQUINE EXHIBITION | Dubai
- ARABLAB EXPO | Dubai
- CAD/CAM & DIGITAL DENTISTRY CONFERENCE/EXHIBITION | Dubai
- CAPP DENTAL CONFEXPO | Dubai
- CAREERS UAE | Dubai
- CITYSCAPE GLOBAL | Dubai
- DUBAI HELISHOW | Dubai
- GFIA MIDDLE EAST | Abu Dhabi
- HR SUMMIT & EXPO (HRSE) | Dubai
- INTERNATIONAL PAEDIATRIC MEDICAL CONGRESS | Dubai
- IPM | Dubai
- MY CONTENT | Dubai
- SHARJAH WORLD BOOK FAIR | Sharjah

NOVEMBER cont.

- YUMMEX MIDDLE EAST | Dubai
- ADIPEC | Abu Dhabi
- GULFOOD MANUFACTURING | Dubai
- SPECIALITY FOOD FESTIVAL | Dubai
- ACCESSABILITIES EXPO | Dubai
- GESS | Dubai
- LIGHT MIDDLE EAST | Dubai
- THE MINING SHOW | Dubai
- SMART SKYSCRAPERS SUMMIT | Dubai
- THE BIG ENTERTAINMENT SHOW | Dubai

DECEMBER

- INTERNATIONAL COFFEE & TEA FESTIVAL | Dubai
- PAPER ARABIA | Dubai
- MIDDLE EAST BUSINESS AVIATION | Dubai
- WORLD TOBACCO MIDDLE EAST | Dubai

“

Be undeniably good. No marketing effort or social media buzzword can be a substitute for that.

- Anthony Volodkin

2022

Marketing Tips of the month:

1. Make sure you have a good marketing plan in place and let it cover your measurable objectives.
2. School & University Students will be coming back from their vacations at the beginning of this month, if you target parents, school and University students or the education sector, you may need to keep that in mind.
3. Dubai Shopping Festival will be running until the end of the month. If you have a retail business, make sure to be part of this festival.

2022 JANUARY

M	T	W	T	F	S	S
					1 New Year's Day	2
3 BACK TO SCHOOL from winter Holidays	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 International Day of Education	25	26	27	28	29	30 END OF DUBAI SHOPPING FESTIVAL
31						

“

There's no shortage of remarkable ideas, what's missing is the will to execute them.

- Seth Godin

2022

Marketing Tips of the month:

1. This month is the best month for lovebirds, and it is full of special dates like 2/2/2022, 20/2/2022 and 22/2/2022. The month is expected to be full of love events like engagements and marriages. Use that in your Marketing if possible.
2. If you are planning to host an outdoor event whether for your employees or clients, make sure to use February or you will probably have to risk postponing it to the end of the year.

2022 FEBRUARY

M	T	W	T	F	S	S
	1 CHINESE NEW YEAR	2	3	4	5	6
7	8 Safer Internet Day	9	10	11	12	13
14 VALENTINE'S DAY	15	16	17	18	19	20
21 Mother Language Day	22	23	24	25	26	27
28						

A close-up photograph of two hands, one from a person with dark skin and a gold bracelet, and the other from a person with light skin, shaking over a rustic wooden table. The background is a warm, textured wood.

MARCH

“ If people like you,
they'll listen to you, but
if they trust you, they'll
do business with you

- Zig Ziglar

2022

Marketing Tips of the month:

1. Women's day is happening this month, and region's Mother Day. Make sure you empower women in your industry and use that to market your business as well.
2. Spring Holiday is coming at the end of this month, people will be planning their vacations during the month, so make sure you use that if you are in the travel, education or entertainment industries.
3. EXPO 2020 will be closing its doors in this month. Check if this will affect your industry, and react accordingly.

2022 MARCH

M	T	W	T	F	S	S
	1 World Compliment Day	2	3	4	5	6
7	8 International Women's Day	9	10	11	12	13
14	15	16	17	18	19	20 Day of Happiness
21 Mother's Day EXPO 2020 ENDS	22	23	24	25	26	27
28 SPRING HOLIDAYS START	29	30	31			

APRIL

“

Chase the vision,
not the money, the
money will end up
following you

- Tony Hsieh

2022

Marketing Tips of the month:

1. It is the holy month of Ramadan and Work Days will be different. It is the month of good deeds so make sure to greet your customers and probably contribute to your community.
2. It is Spring Holidays and Easter as well!
3. It is also April's fools and believe it or not, great marketing campaigns were run on this day. People like surprises and brands that make them laugh. Make sure to use that in a smart way, because the last thing you want to do is to lose trust while trying to market your business.

2022 APRIL

M	T	W	T	F	S	S
				1 April Fool's Day	2 RAMADAN's BEGINNING	3
4	5	6	7 World Health Day	8	9	10
11	12	13	14	15	16	17 EASTER
18 BACK TO SCHOOL from spring Holidays	19	20	21 Creativity & Innovation Day	22 Earth Day	23	24
25	26	27	28	29	30	

MAY

“
Step out of the history
that is holding you back.
Step into the new story
you are willing to create

- Oprah Winfrey

2022

Marketing Tips of the month:

1. It is Eid season and festivities will be all around the place. It is a good time to run a giveaway or a special promotion. Entertainment sector has a lot of potentials as well.
2. Celebrate your team and make them more engaged with your brand. It is the best time to do it since it is Eid and international worker's day at the same time.

2022 MAY

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1

EID
AL-FITR

International
Workers' Day

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EID
AL-FITR

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EID
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EID
AL-FITR

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22

International
Day for
Biodiversity

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World
No-Tobacco
Day

JUNE

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You don't need to
have a 100-person
company to develop
that idea

- Larry Page

2022

Marketing Tips of the month:

1. It is graduation season! A lot of students will be graduating from schools and universities this month. If you sell gifts, it is your time of the year. Other businesses can also benefit from that in their marketing campaigns.
2. We are finally celebrating fathers in this month. A lot of fathers will appreciate celebrating their day.
3. Half of the year will be over by the end of this month. Make sure you review your performance so far, and update your business and marketing strategies accordingly.

2022 JUNE

M**T****W****T****F****S****S**

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World
Environment
Day

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World
Oceans
Day

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Father's
Day

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JUL

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Your value will be
not what you
know; it will be
what you share

- Ginni Rometty

2022

Marketing Tips of the month:

1. First things first, summer holidays will officially start this month.
2. It is also Islamic Holidays season. Haj, Eid, Islamic New Year and Dubai Summer Surprises all coming in this month. People will probably be in the best mood for buying. We highly recommend running marketing campaigns during July.
3. Since it is Holidays and summer, chances people will be traveling out of the country are high. If this affects your business, make sure to take that into account.

2022 JULY

M	T	W	T	F	S	S
				1	2	3
					SUMMER HOLIDAYS START	
4	5	6	7	8	9	10
					ARAFAT DAY	EID AL-ADHA
					DUBAI SUMMER SURPRISES FIRST DAY	
11	12	13	14	15	16	17
EID AL-ADHA	EID AL-ADHA	EID AL-ADHA	EID AL-ADHA			
18	19	20	21	22	23	24
25	26	27	28	29	30	31
				ISLAMIC NEW YEAR	International Day of Friendship	



AUGUST

“

When we strive to become better than we are, everything around us becomes better too

- Paulo Coelho

2022

Marketing Tips of the month:

1. It is the hottest month of the year in the UAE with no much activities and occasions happening. People are probably traveling. You may want to take a small break before you plan for the new academic year.
2. People who picked to stay in the country usually do not have variety in activities options. No schools, and weather is not suitable for outdoor activities. If you can come up with ideas that make people busy, that would be great. Maybe workshops, online courses, indoor camps, indoor entertainment .. etc.

2022 AUGUST

M**T****W****T****F****S****S**

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International
Youth Day

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FIRST DAY
OF SCHOOL

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If you are not willing
to risk the usual, you
will have to settle
for the ordinary

- Jim Rohn

2022

Marketing Tips of the month:

1. Travellers are back to the country and people are settling for the new academic year. Check if this can potentially be of benefit for your marketing needs.
2. Make sure you get the year last quarter marketing plan ready to help you close all your sales targets.
3. Study promotions, super sales and giveaways potentials for the coming months as they will be the best time of the year for shopping.

2022 SEPTEMBER

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International
Day of Charity

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World
Tourism
Day

A still life photograph of autumn-themed items including pumpkins, pinecones, and colorful leaves. The background is a warm, brownish-orange color. In the top right corner, there is a dark grey square containing the number '10'. On the left side, there is a vertical black bar containing the word 'OCTOBER' in white, bold, sans-serif capital letters. In the center-right, there is a quote in white text: 'If you really look closely, most overnight successes took a long time' followed by '- Steve Jobs'. At the bottom center, the year '2022' is written in large, white, bold, sans-serif digits.

OCTOBER

10

“
If you really look
closely, most over-
night successes took
a long time

- Steve Jobs

2022

Marketing Tips of the month:

1. The region's largest technology exhibition is happening this month. It's the year best opportunity for networking with tech companies, government entities and next generation startups. If you are in the technology industry, make sure to utilize different marketing techniques to benefit from GITEX Technology Week.
2. It's also a lot of festivities month. Celebrate the country's diversity by engaging with different occasions and use them in your marketing campaigns.

2022 OCTOBER

M	T	W	T	F	S	S
					1	2
					Breast Cancer Awareness Month	
3	4	5	6	7	8	9
		World Teacher's Day		THE PROPHET'S BIRTHDAY		
10	11	12	13	14	15	16
World Mental Health Day	GITEX TECHNOLOGY WEEK					World Food Day
17	18	19	20	21	22	23
24	25	26	27	28	29	30
DIWALI FESTIVAL	DIWALI FESTIVAL	DIWALI FESTIVAL	DIWALI FESTIVAL	DIWALI FESTIVAL		
				Dubai Fitness Challenge 30x30 Starts		
31						
HALLOWEEN						

A woman with long dark hair is sitting on a dark red couch. She is holding a yellow credit card in her right hand. In front of her is a laptop and a shopping bag with the word 'DECORATION' visible. The background is a blurred indoor setting.

NOVEMBER

11

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Stopping advertising
to save money is like
stopping your watch
to save time

- Henry Ford

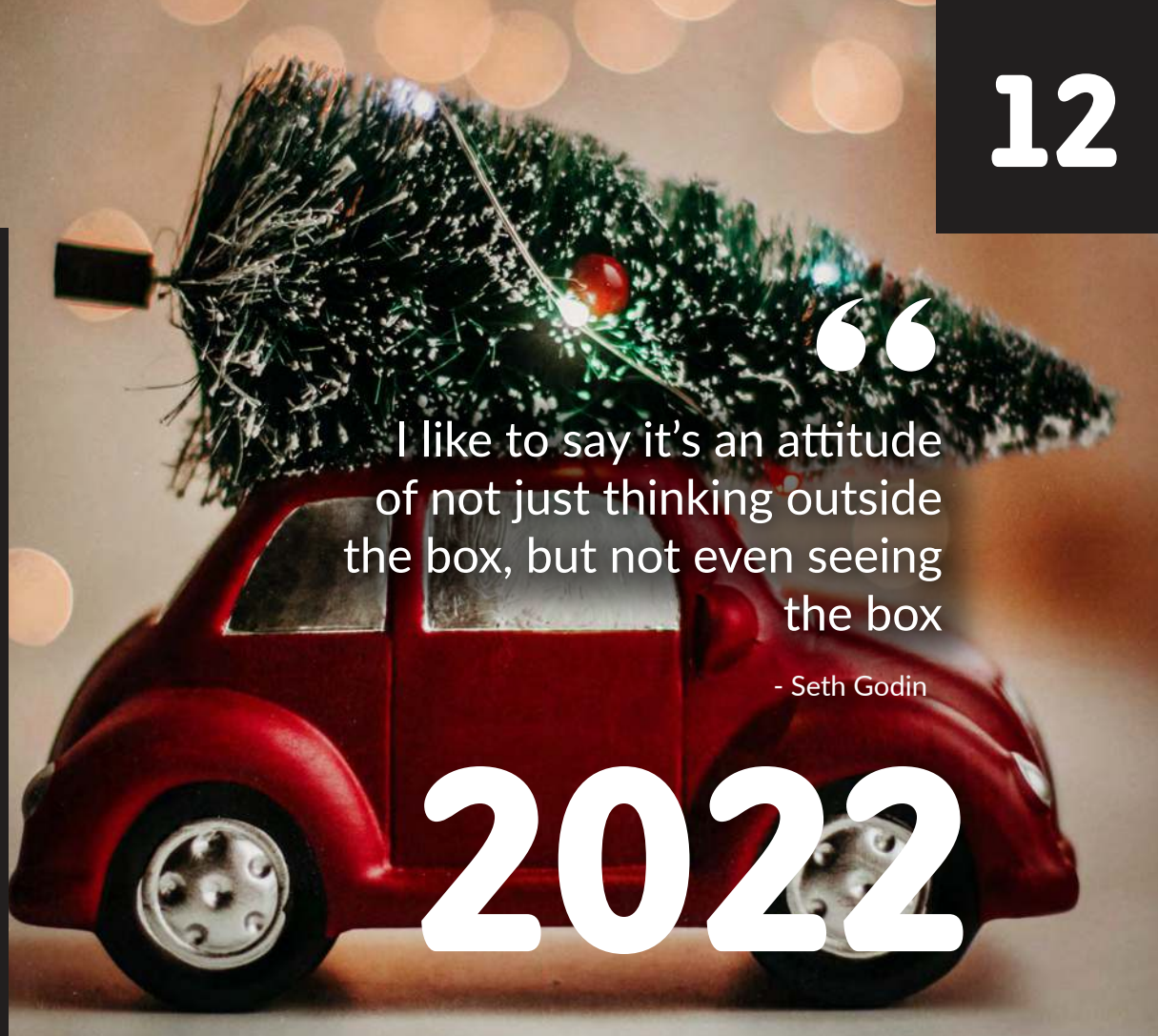
2022

Marketing Tips of the month:

1. While the beginning of November looks a bit quiet, we will be going through a lot of amazing marketing events by the end of the month and the next one.
2. Not only the best shopping season of the year is coming soon but also the FIFA World cup, the country's national day, Dubai Fitness Challenge, and the good weather!

2022 NOVEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20 Universal Children's Day
21 FIFA World Cup 2022 Starts	22	23	24	25 BLACK FRIDAY	26 Dubai Fitness Challenge 30x30 Ends	27
28	29	30 MARTYRS' DAY				



“
I like to say it's an attitude
of not just thinking outside
the box, but not even seeing
the box

- Seth Godin

2022

Marketing Tips of the month:

1. It's finally UAE's favourite month. In addition to UAE's National Day celebrations, it is the time for best weather, Winter Holidays and festivities. Run year closure marketing campaigns such as the ones related to Christmas Celebration, New Year's Eve & New Year's Resolution.
2. Review your marketing performance over the year and make sure to figure out what worked the best and what didn't work for your next year plans.

2022 DECEMBER

M	T	W	T	F	S	S
			1	2 UAE NATIONAL DAY	3	4 International Volunteer Day
5	6	7	8	9 WINTER HOLIDAYS START	10 Human Rights Day	11
12	13	14	15	16	17	18 Arabic Language Day FIFA World Cup 2022 Ends
19	20	21	22	23	24	25 CHRISTMAS
26	27	28	29	30	31 NEW YEAR'S EVE	

Do you need support in your
DIGITAL MARKETING

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