



working *with* dog.

Pet Holiday & Event Planner

workingwithdog.com





January 2019



PET HOLIDAYS

National Train Your Dog Month

Walk Your Pet Month

Unchain a Dog Month

Adopt a Rescued Bird Month

National Pet Travel Safety Day - Jan 2

National Bird Day- Jan 5

National Dress Up Your Pet Day - Jan 14

National Squirrel Appreciation Day - Jan 21

Answer Your Cat's Questions Day - Jan 22

Change a Pet's Life Day - Jan 24

National Peanut Butter Day - Jan 24

Seeing Eye Guide Dog Birthday - Jan 29



HUMAN HOLIDAYS

New Year's Day - Jan 1

Makar Shankranti (Hindu) - Jan 14

Mr. Luther King, Jr. Day - Jan 21 (USA)

Tu B'Shevat - Jan 20-21 (Jewish)

National Pie Day - Jan 23

National Peanut Butter Day - Jan 24

National Compliment Day - Jan 24

Australia Day - Jan 26 (Australia)



PET INDUSTRY EVENTS

AVMA Veterinary Leadership Conference,
Jan 10-13, Chicago, IL

ExpoZoo, Jan 10-13, Paris, France

VMX (NAVC) Conf. - Jan. 19-23, Orlando, FL

Pet Industry Leadership Conference, Jan 27-30,
San Antonio, Texas



MY DATES & DEADLINES



February 2019



PET HOLIDAYS

National Pet Dental Health Month

Dog Training Education Month

Responsible Pet Owners Month

National Prevent a Litter Month

National Cat Health Month

National Spay/Neuter Awareness Month

Adopt a Rescued Rabbit Month

Have a Heart for Chained Dogs - 2nd Week

National Justice for Animals Week- 3rd Week

Pet Theft Awareness Day - Feb 14

Puppy Bowl & Kitten Bowl - Superbowl Sunday

National Love Your Pet Day - Feb 20

National Walking the Dog Day - Feb 22

National Dog Biscuit Day - Feb 23

Int. Dog Biscuit Appreciation Day - Feb 23

World Spay Day - Last Tuesday in Feb (USA)



HUMAN HOLIDAYS

Black History Month

Beat the Heat Month

National Freedom Day - Feb 1 (USA)

Groundhog Day - Feb 2 (USA)

Superbowl Sunday - Feb 3

Constitution Day - Feb 4 (Mexico)

Chinese New Year - Feb 5

President's Day - Feb 18 (USA)

National Pizza Day - Feb 9

Lincoln's Birthday - Feb 12 (USA)

Valentine's Day - Feb 14

Random Acts of Kindness Day - Feb 17

Digital Learning Day - Feb 22



PET INDUSTRY EVENTS

Westminster Kennel Club Dog Show, Feb. 11 - 12, NYC, NY

Groom Expo West, Feb. 14-17, Pasadena, CA

PATS, Feb 10-11, Telford, UK



MY DATES & DEADLINES



March 2019



PET HOLIDAYS

Adopt a Rescued Guinea Pig Month

Professional Pet Sitters Week - March 3-9

Animal Poison Prevention Week - Third Week

National Pig Day - March 1

If Pets Had Thumbs Day- March 3

National Puppy Day - March 23

Respect Your Cat Day - March 24



HUMAN HOLIDAYS

National Peanut Butter Lovers Day - March 1

Employee Appreciation Day - March 1

Read Across America Day - March 2

Maha Shivaratri - March 4

Mardi Gras - March 5

National Oreo Day - March 6

Ash Wednesday - March 6 (Christian)

National Cereal Day - March 7

International Women's Day - March 8

Daylight Saving Time begins March 10 (USA)

Ides of March - March 15

World Sleep Day - March 16

St. Patrick's Day - March 17

Holi - March 20-21 (Hindu)

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Purim - March 20-21 (Jewish)

Spring/Fall March Equinox - March 20

International Day of Happiness - March 20

World Poetry Day - March 21

National Goof Off Day - March 22

World Water Day - March 22

National Doctors Day - March 30

Mother's Day - March 31 (UK)

Daylight Savings begins - March 31 (UK)



PET INDUSTRY EVENTS

Pet Sitter World Conference, March 7, Online Event

Crufts, March 7-10, Birmingham, UK

Atlanta Pet Fair & Grooming Conf., March 8 - 10, Atlanta, GA

Global Pet Expo, March 20-22, Orlando, FL

Interpets Asia Pacific, March 28-31, Koto, Japan



MY DATES & DEADLINES

WHEN YOU SEE THE ★ SIGN, THAT MEANS WE WILL BE ATTENDING OR SPEAKING AT THIS EVENT!



April 2019



PET HOLIDAYS

- Adopt a Greyhound Month
- National Pet Month (UK)
- Prevention of Cruelty to Animals Month
- Pet First Aid Awareness Month
- Prevention of Lyme Disease in Dogs Month
- National Frog Month
- National Heartworm Awareness Month
- International Pooper Scooper Week - April 1-7
- National Dog Bite Prevention Week - 2nd week
- National Pet ID Week 3rd full week
- Animal Cruelty/Human Violence Awareness Week, 3rd week
- Every Day Is Tag Day - 1st Saturday
- National Siamese Cat Day - April 6
- National Dog Fighting Awareness - April 8
- Pet Owner's Independence Day - April 8
- National Pet Day - April 11
- Bulldogs are Beautiful Day - April 21
- Lost Dogs Awareness Day - April 23
- World Penguin Day - April 25
- National Kids & Pets Day - April 26
- Free Feral Cat Spaying Day - April 27
- International Guide Dogs Day - Last Wed.
- Hairball Awareness Day - Last Fri.
- World Veterinary Day - Last Sat.
- National Adopt a Shelter Pet Day - April 30
- National Tabby Day - April 30



HUMAN HOLIDAYS

- April Fools' Day - April 1
- World Autism Awareness Day - April 2
- World Health Day - April 7
- National Siblings Day - April 10
- Isra and Mi'raj - April 14 (Muslim)
- Rama Navami - April 14
- Palm Sunday - April 14 (Christian)
- Tax Day - April 15th (USA)
- Patriots Day - April 15 (USA)
- National Library Workers Day - April 16
- Maundy Thursday - April 18 (Christian)
- Good Friday - April 19 (Christian)
- Holy Saturday - April 20
- Easter Sunday - April 21
- Earth Day - April 22
- Anzac Day - April 25 (Australia)
- World Malaria Day - April 25
- Take Your Child to Work Day - April 26
- Arbor Day - April 26



PET INDUSTRY EVENTS

- National Canadian Pet Industry Trade Show, April 14-15, Richmond, BC, Canada
- Pet Food Forum, April 29 - May 1, Kansas City, MO
- Pet Boarding & Daycare Expo West, April 29 - May 2, Burbank, CA



May 2019



PET HOLIDAYS

Chip Your Pet Month

Responsible Animal Guardian Month

National Pet Month (US)

National Pet Week - 1st full week in May

Be Kind to Animals Week - 1st full week in May

Puppy Mill Action Week - May 6-11

Mayday for Mutts - 1st First Sunday

National Purebred Dog Day - May 1

National Specially-abled Pets Day - May 3

Natl. Animal Disaster Preparedness Day - May 12

National Dog Rescue Day - May 20

World Turtle Day - May 23

Armed Forces Day - 3rd Saturday

Victoria Day - May 20 (Canada)

National Maritime Day - May 22

Memorial Day - May 27 (USA)

Late May Bank Holiday - May 28 (UK)

Ascension Day - May 30 (Christian)



PET INDUSTRY EVENTS

NYC Re-Tails & Sales Pet Expo, May 30 - June 1, New York City, NY

National Dog Behavior Conference, May 18, Sheffield, UK

Animalhaus Masters' Workshop, May 16-18, Bologna, Italy



HUMAN HOLIDAYS

May Day / Labour Day - May 1

World Press Freedom Day - May 3

Kentucky Derby - May 3-4

Cinco de Mayo - May 5 (Mexico)

National Nurses Day - May 6 (US)

Teacher Appreciation Week - May 6-10

Early May Bank Holiday - May 6 (UK)

Mother's Day - May 10 (Mexico)

Mother's Day - May 12 (USA + Canada)

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MY DATES & DEADLINES



June 2019



PET HOLIDAYS

Pet Preparedness Month
Social Petworking Month
Adopt-A-Cat Month
Adopt a Shelter Cat Month

Pet Appreciation Week - 1st full week
Animal Rights Awareness Week - Mid-June
National Hug Your Cat Day - June 4
World Pet Memorial Day - 2nd Sunday
Take Your Dog To Work Day - June 22
Take Your Cat To Work Day - June 25



HUMAN HOLIDAYS

LGBTQ Pride Month
Laylat al Qadr - June 1 (Muslim)
Eid-al-Fitr - June 3-4
World Environment Day - June 5
D-Day Remembrance Day- June 6 (USA)
National Donut Day - June 7
Best Friends Day - June 8
Shavuot - June 8-10 (Jewish)
Queen's Birthday - June 11 (Australia)
Flag Day - June 14 (USA)
Fathers' Day - June 16
Summer/Winter Solstice - June 21
Social Media Day - June 30



PET INDUSTRY EVENTS

World Dog Expo, June 1 - 2, Secaucus, NJ



MY DATES & DEADLINES



July 2019



PET HOLIDAYS

Doghouse Repair Month

Lost Pet Prevention Month

Pet Hydration Awareness Month

ID Your Pet Day July 1

National Pet Professionals Week July 5-12

All American Pet Photo Day - July 11

National Pet Fire Safety Day - July 15

National Craft for Your Local Shelter Day - July 21

National Mutt Day (1) - July 31



HUMAN HOLIDAYS

Canada Day - July 2 (Canada)

Independence Day - 4th of July (USA)

Rath Yatra - July 4 (Hindu)

World Emoji Day - July 17

Parents' Day - July 28



PET INDUSTRY EVENTS

Best Friends National Conference, July 25-27,
Los Angeles, CA



MY DATES & DEADLINES



August 2019



PET HOLIDAYS

Internal. Assistance Dog Week - 1st Full Week
DOGust Universal Bday for Shelter Dogs - Aug 1
International Cat Day Day - Aug 8
Spoil Your Dog Day - Aug 10
Check the Chip Day - Aug 15
Black Cat Appreciation Day - Aug 17
Clear the Shelters Day - Aug 18
Internal. Homeless Animals Day - Third Sat
National Bring Your Cat to the Vet Day - Aug 22
National Dog Day - Aug 26
National Holistic Pet Day- Aug 30



HUMAN HOLIDAYS

International Friendship Day - Aug 4
Civic Day - Aug 6 (Canada)
Book Lovers Day - Aug 9
National Aviation Day - Aug 19
Day of Arafat - Aug 10 - 11 (Muslim)
Senior Citizens Day - Aug 21
Muharram - Aug 31 (Muslim)
Raksha Bandhan - Aug 15 (Hindu)
Krishna Janmashtami - Aug 24 (Hindu)
Women's Equality Day - Aug 26 (USA)
Summer Bank Holiday - Aug 26 (UK)



PET INDUSTRY EVENTS

AVMA Convention, Aug 2-6, Washington, DC
Women in the Pet Industry Conf. (WIPIN) - Aug tbc
Portland, OR
Pet Fair Asia, Aug 21-25, Shanghai, China
ExpoZoo, Aug 25-26, Drummondville, Québec, Canada
SuperZoo, Aug 20 - 22, Las Vegas, NV
MACNA, Aug 30 - Sep 1, Orlando, FL



MY DATES & DEADLINES



September 2019



PET HOLIDAYS

- Happy Cat Month
- Responsible Dog Ownership Month
- Animal Pain Awareness Month
- National Service Dog Month
- Adopt a Less-Adoptable Pet Week - 3rd Week
- Deaf Dog Awareness Week - Last full week
- National Dog Week - Last full week

- Responsible Dog Ownership Day - 3rd Sat.
- National Pet Memorial Day - 2nd Sunday
- National Hug Your Hound Day - 2nd Sunday
- Pet Birth Defect Awareness Day - Sept 13
- Puppy Mill Awareness Day - Sept 16
- National Dogs in Politics Day - Sept 23
- World Rabies Day - Sept 28



HUMAN HOLIDAYS

- Wilderness Month
- Labor Day - Sept 2 (USA / Canada)
- Ganesh Chaturthi - Sept 2 (Hindu)
- National Grandparents Day - Sept 8
- Ashura - Sept 9-10 (Muslim)

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- Rosh Hashana - Sept 29 (Jewish)
- Independence Day - Sept 16 (Mexico)
- Constitution Citizenship Day - Sept 17
- Fall/ Spring - September equinox - Sept 23
- National Voter Registration Day - Sept 24
- Coffee Day - Sept 29



PET INDUSTRY EVENTS

- AHVMA (Holistic Vet), Sept 7-10, Nashville, Tennessee
- National Pet Industry Trade Show, Sept. 16, Mississauga, Ontario, Canada
- AAHA Connexity Conference - Sept. 12-14, Denver, CO
- Pet Connections Expo - Sept. 24-25, Oaks, PA



MY DATES & DEADLINES



October 2019



PET HOLIDAYS

- Adopt a Shelter Dog Month
- Wishbones for Pets Month
- Adopt-a-Dog Month
- National Pet Wellness Month
- National Pit Bull Awareness Month
- National Animal Safety and Prevention Month
- National Walk Your Dog Week - 1st week

- National Black Dog Day - Oct. 1
- World Animal Day - Oct 4
- National Pet Obesity Awareness Day - Oct 9
- Global Cat Day - Oct 16
- National Reptile Awareness Day - Oct 21
- National Pit Bull Awareness Day - Oct 27
- National Cat Day - Oct 29



HUMAN HOLIDAYS

- Breast Cancer Awareness Month
- Child Health Day - First Monday
- Yom Kippur - Oct 8 - 9
- Columbus/Indigenous Peoples Day - Oct 14 (USA)
- Thanksgiving - Oct 14 (Canada)
- Boss's Day - Oct 16

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- Shemini Atzeret - Oct 20-22 (Jewish)
- Simchat Torah - Oct 21-22 (Jewish)
- Diwali - Oct 27 (Hindu)
- Daylight Savings Time ends - Last Sunday (UK)
- Halloween - Oct 31
- Dia del Los Muertos - Oct 31 - Nov 2



PET INDUSTRY EVENTS

- Wild West Veterinary Conf. - Oct. 9-13, Reno, NV



MY DATES & DEADLINES



November 2019



PET HOLIDAYS

- Adopt a Senior Pet Month
- National Pet Awareness Month
- National Senior Pet Month
- National Pet Cancer Awareness Month
- Pet Diabetes Month
- National Animal Shelter Appr. Week - 1st week
- National Cook For Your Pets Day - Nov 1
- National Canine Lymphoma Awar. Day - Nov 7
- Humane Society Anniversary Day - Nov 22



HUMAN HOLIDAYS

- Daylight Saving Time ends Nov 4 (USA)
- Veterans Day - Nov 11
- World Kindness Day - Nov 13
- Revolution Day - Nov 20 (Mexico)
- Thanksgiving Day - Nov 28 (USA)

Black Friday - Nov 29

Small Business Saturday - Nov 30

Cyber Monday - Dec 2

Giving Tuesday - Dec 3



PET INDUSTRY EVENTS

Pet Sitter World Conference, Nov 2-4, Salem, NC



MY DATES & DEADLINES

MY BLACK FRIDAY PROMO IDEAS:



December 2019



PET HOLIDAYS

National Cat Lover's Month

National Mutt Day (2) - Dec 2

Cat Herders Day - Dec 15



PET INDUSTRY EVENTS

Pets & Money Summit, Dec tbc, Austin, TX



HUMAN HOLIDAYS

Advent - Dec 1 (Christian)

Pearl Harbor Remembrance Day - Dec 7 (USA)

Hanukkah/Chanukah ends - Dec 10 (Jewish)

Wright Brothers Day - Dec 17

Winter/Summer Solstice - Dec 21

Hanukkah/Chanukah starts - Dec 22 (Jewish)

Christmas Eve - Dec 24 (Christian)

Christmas Day - Dec 25 (Christian)

Boxing Day - Dec 26

Kwanzaa - Dec 26 - Jan 1

New Year's Eve - Dec 31



MY DATES & DEADLINES



We help petpreneurs

Find freedom & fulfilment by building brands instead of just businesses... We help make marketing easier, more effective and *gasp* maybe even fun...

We created Working with Dog, the Official Club for Petpreneurs, to be a safe, supportive space for you to do exactly that...

Meet Nic.



My name is Nichole, but you can call me Nic. I believe that entrepreneurs find freedom by building brands instead of just businesses – so I help petpreneurs build successful brands that support the life of their dreams. I have a Masters in Marketing and a decade of practical experience creating and growing pet brands, including ‘Dog is Good’ which I co-founded in 2007. As a graphic designer, commercial pet photographer, and marketing strategist I have had the opportunity to help solopreneurs and billion dollar brands alike launch, and grow. My book ‘Million Dollar Dog Brand’ is the essential guide for entrepreneurs who want to build a profitable, sustainable business in the pet industry.

Meet Jane.



Jane's been rocking it out in the pet industry for 16+ years, leading content strategy and marketing as Former Editor-in-Chief of Pet Health Network, Senior Producer at Petfinder.com, Founder of AdvoCats (and Dogs, Too!) and with many other leading pet brands like Animal Planet, Petco and more. As President of 'cause Digital Marketing and new co-owner of Working with Dog, she specializes in helping pet businesses large and small focus on achieving their marketing results, so they can focus on what matters--helping pet parents celebrate and take the best care of their pets.

We are here to help.

Together with our team, work hard to ensure **that we produce and share this kind of crazy valuable stuff in Working with Dog, the Official Club for Petpreneurs like you.** If you have specific topics, needs, questions or ideas for future Marketing Genius content - we'd love to hear it! Get in touch at: hello@workingwithdog.com

