

Annual events

2024

# Live shopping calendar

31 Dec



31 Oct



14 Feb



# Get ready for 2024

The **Sprii 2024 live shopping calendar** is your ultimate event planning tool. It provides you with an overview of all the key events happening in 2024 so that you can plan your live shows accordingly.

Furthermore, at the end of this presentation you'll find a link to **download an editable live shopping calendar** so you can add in the events that are most relevant to your business or brand.

So, what are you waiting for? Bring on 2024!



**Christian Vester**  
CEO & Co-Founder at Sprii

*Christian Vester*

Q1

JAN  FEB  MAR

Date	Event	This event is all about...
1 January	Boxing Day	...preparations for the new year, New Years resolutions, getting a fresh start
Throughout Jan	January Sales	...big discounts, getting rid of old stock, great deals and offers
14 February	Valentine's Day	...romance, fine dining, sex and love
8 March	International Women's Day	...women-owned/run brands, women's achievements in business
17 March	St Patrick's Day	...Irish culture, partying, having fun, drinking
End of March	Easter	...meals with families, festive food and beverages, decorations, accessories

Q2

APR  MAY  JUN

Date	Event	This event is all about...
Throughout April	Spring	...spring fashion, spring cleaning, gardening, home refreshes
22 April	Earth Day	...how you support sustainable business, environmentalism
12 May	Mother's Day	...our appreciation and love for the mums of the world
5 June	Father's Day	...our appreciation and love for the dads of the world
27 June	International Small Business Day	...how you support and showcase products from your local small business
End of June	End of school/summer start	...parties for graduates, festive food and beverages, enjoying freedom and relaxation

Q3

JUL  AUG  SEP

Date	Event	This event is all about...
Throughout July	Summer vacation	..summer parties, being outdoors, enjoying the sun, relaxation
July/August	Music festivals	...your favourite music artist, event tours/merch promotion
Throughout August	Summer Olympics	....sports achievements, exercise, being outdoors, sport merch
End of August	Back to school	....getting organised, wardrobe re-fresh, equipment/school supplies stockup
August/September	End of summer sales	...summer fashion and accessories, summer deals and offers

Q4

OCT \* NOV ♥ DEC

Date	Event	This event is all about...
14 October	Get to know your customer day	...how much you value your customers, live Q&A, product drops
31 October	Halloween	...festive food and beverages, home decorations, getting dressed up
11 November	Single's Day	...how much we love our friends, fine dining, wellness, special experiences
29 November & 1 December	Black Friday & Cyber Monday	...offers, huge discounts, cheap products, special deals, online deals
14 December	Free Shipping Day	...free shipping, last minute shopping, panic shopping
24-31 December	Christmas & New Year's Eve	...festive food and beverages, getting glammed up, family & friends

# Grab your editable live shopping calendar

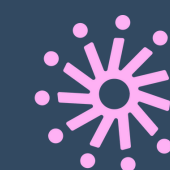
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