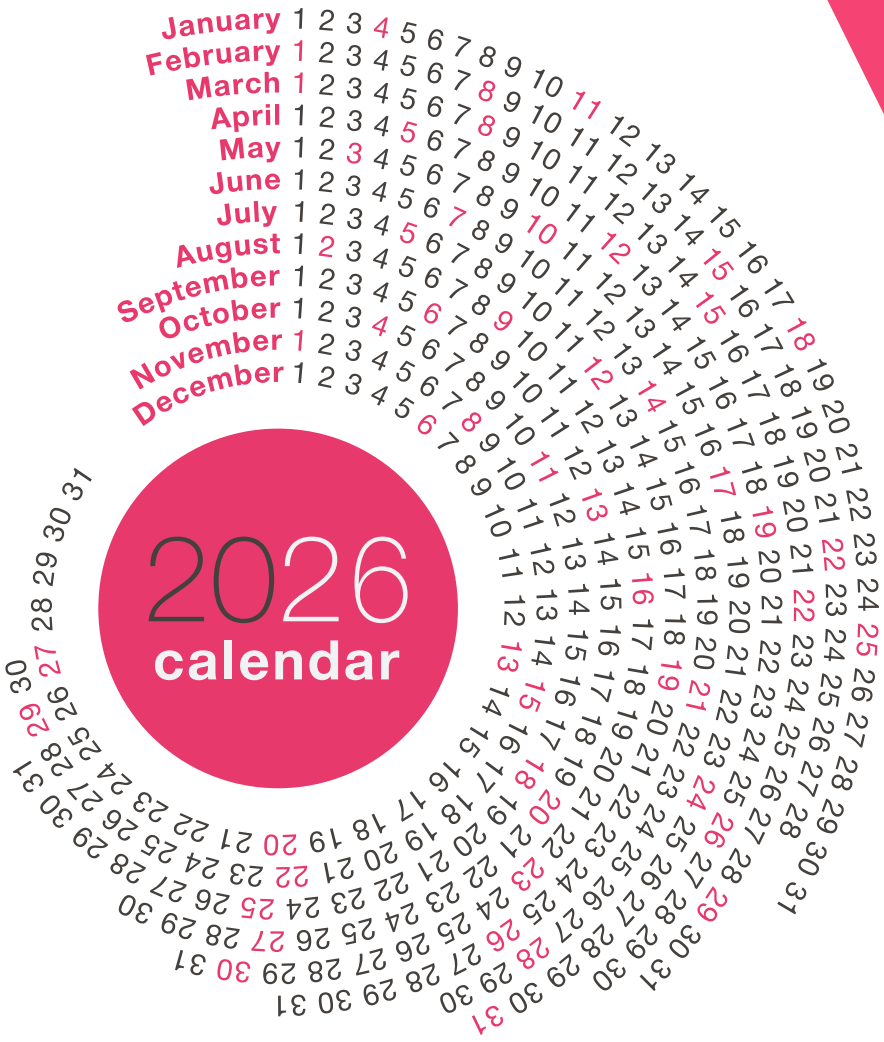
INSURER & INSURANCE BROKERS' STORY PLANNING CALENDAR Q1 2026

As a PR and content agency with decades of experience in promoting insurance businesses, Catapult PR has put together this Q1 sheet of date inspiration for insurance marketing.

Some interesting Q1 dates for your diary are:

January 2	**Science Fiction Day** Link to self-drive cars and automated technology & the insurance covers and risks
January 18	**Thesaurus Day** Explain elements of insurance cover jargon.
January 19	**Blue Monday** What could bring the blues to your customers in 2026, if their risks catch them out?
February 2	**Groundhog Day** Avoid customers making the same mistakes again and again.
February 5	**Weatherpersons' Day** What weather-related risks could come into play and catch clients out?
February 17	**Shrove Tuesday** Times are tough but why should clients not give up certain covers for Lent?
February 20	**Love Your Pet Day** Why should pet owners love their pet by covering them with pet insurance?
March 2	**Old Stuff Day** Talk about the need not to treat sums insured like old stuff that gets shoved in a drawer and never reviewed.
March 11	**World Plumbing Day** Leaks, cowboy builders, Legionnaires disease and theft of tools.
March 28	**Wear a Hat Day** Why is wearing the right safety gear imperative?



If you want help in putting together meaningful press stories or website articles about topics like these, please contact the team at Catapult PR, on:

0333 2424062 or
email ***jane@catapultpr.co.uk***

Catapult PR has been working in the insurance sector since 1998, creating compelling campaigns for both commercial and personal lines insurance companies and brokers. Its managing director's insurance experience stetches back even further, perhaps why we have won so many awards for insurance-sector campaigns and also helped our insurance-sector clients win their own industry awards.

If you would be interested in the full year's planning calendar, that's available for £35. Head to ***https://buy.stripe.com/8x25kF64VgAX9Xtdpoes002*** to buy. The full-year's calendar will be sent out in January.

Check out our insurance-related credentials documents and downloads and don't miss our YouTube videos and podcasts that also relate to insurance. You'll find the YouTube collateral at ***https://www.youtube.com/@CatapultPR*** and the insurance podcasts at The Catapult PR Show, available on all major podcast channels.