



Dental Month



Clean Out Your Computer Day



Walk Your Dog Day

February offers a variety of great opportunities to market your practice and drive new business. VEN offers a few ideas in how you can use these events and special occasions to partner with your vendors to promote your products and services and educate your clients. Go to our library to download the full document filled with ideas to consider to help educate, entertain and enjoy with your client. Be creative!

Month Long Events include:

- American Heart Month
- National Pet Dental Health Month
- Responsible Pet Owners Month
- ASPCA's Adopt a Rescued Rabbit Month

Special days in February include:

- SuperBowl-/ Puppy Bowl - February 1
- Groundhog Day – February 2
- Thanks a Mailman Day – February 4
- National Weatherman's Day – February 5
- Send a Card to a Friend Day- February 7
- Boy Scouts Day – February 8
- Clean out your Computer Day – February 10
- Lincoln's Birthday- February 12 Valentine's Day – February 14
- World Whale Day – February 14 Singles Awareness Day - February 15
- Presidents Day – February 17 Random Acts of Kindness Day – February 17
- Washington's Birthday – February 22 Love Your Pet Day - February 20
- Walking your Dog Day – February 22 National Dog Biscuit Day - February 23
- National Polar Bear Day - February 27



Here are few ideas:

- Dental contests on Facebook – ‘ Why my dog or cat needs a free dental cleaning’ – pet owners will convince themselves the value of a dental cleaning for the price of one give-away (work with a vendor to pay for this)
- Hold a Pet Olympics and invite your vendors and clients for a fun day of competition and offer fun prizes
- Responsible Pet Owner Month – offer spay/neuter specials, ask your clients what makes them a responsible owner? Make a contest out of it.
- Clean Out Your Computer Day is a great way to obtain new email addresses (for your newsletter and reminders”
- Use Valentine's Day to offer Photographs with your Favorite Pet or advice about the danger of chocolate to dogs.
- Partner with a local pub or bar and host a “Yappy Hour” for Singles Day on Feb 15th
- Work with a local Boy Scout Troup and do a behind-the-scenes tour of your clinic and educate about responsible pet ownership.
- Love your Pet Day offers a great way for your clients to tell you why they love their pets, offer prizes for the best story, work with the local press and media to promote this contest.
- Dog Biscuit Day offers a way to educate about treats, nutrition, and animal behavior or training. Consider a baking contest to make your own.
- Presidents birthdays offer a great chance to learn about history such as Presidents and their affiliations with the White House or military dogs and horses such as supporting a local K-9 group in the military. Do a drive for donations.
- Weatherman's Day gives you a chance to partner with a local TV or radio station; offer tips to how to protect your pets in bad weather, offer microchips for pets that get lost in a storm.

All of these events are great opportunities to offer educational events for your staff, clients and community (press). You can promote your expertise, services and products in your practice.

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