

# 2021 PLANNING CALENDAR

• Awards and recognition programs • Crain's Content Studio • Editorial features



	DATE	2021 FEATURES	CLOSE DATE	EVENTS		DATE	2021 FEATURES	CLOSE DATE	EVENTS
J A N U A R Y	4	• Digital special feature; Intro to Newsmaker	12/18	Secrets of the Best-Managed nonprofit webcast  Crain's Newsmaker of the Year webcast series	A P R I L	5	• Black-owned business report	3/26	Real Estate NEXT: Macomb County webcast (4/21)
	11	• Crain's Newsmaker of the Year	1/1			12	• Crain's Michigan Business: Food Economy • LIST: Largest Michigan Employers	4/2	
	18	• Health Care • Crain's Michigan Business: Grand Rapids • Thought Leadership: Healthcare (12/28)	1/8			19	• Real Estate: Macomb County • Crain's Forum • Notable Women in Law • LIST: Largest General Contractors • LIST: Largest Real Estate Deals	4/9	
	25	• Crain's Forum • Small Business Spotlight	1/15			26	• Crain's Forum • Small Business Spotlight • LIST: Largest Staffing Companies • Thought Leadership: Talent Attraction & Retention (4/5)	4/16	
F E B R U A R Y	1	• Real Estate: Oakland County	1/22	Real Estate NEXT: Oakland County webcast (2/25)  Crain's Newsmaker of the Year webcast series (2/2, 2/9, 2/16, 2/23)	M A Y	3	• Crain's 20 in their 20s	4/23	May Days of Giving  A Celebration of Crain's 20 in their 20s  Health Care Heroes
	8	• Crain's Michigan Business: Benton Harbor	1/29			10	• Crain's Michigan Business: Tourism • LIST: Largest Publicly Traded Companies, Southeast Mich. and Greater Mich.	4/30	
	15	• Entrepreneurship in the age of COVID • Thought Leadership: Diversity & Inclusion (1/25)	2/5			17	• Trends in residential real estate • Notable Executives in DEI	5/7	
	22	• Crain's Forum • Finance: Biggest Deals of the Year 2020 (M&A Report) • LIST: Biggest M&A Deals • Small Business Spotlight • Thought Leadership: M&A (2/1)	2/12			24	• Business Education • Executive MBA Plus Guide (5/3) • LIST: Private 200: Largest Privately Held Companies in Southeast Mich. • LIST: Graduate Degree Programs • Crain's Forum • Small Business Spotlight • Thought Leadership: Education (5/3)	5/14	
M A R C H	1	• Law • LIST: Largest Law Firms in Southeast Mich. • LIST: Largest Law Firms Statewide • Thought Leadership: Law (2/8)	2/19	Biggest Deals virtual event	J U N E	31	• Digital special feature: Health Care Heroes	5/21	Family-owned webcast (6/7)  HR Summit
	8	• Crain's Michigan Business: St. Clair County/Port Huron • LIST: Largest Michigan Insurance Agencies	2/26			7	• Health Care Heroes • LIST: Largest Physician Groups • LIST: Largest Hospital Systems in MI	5/28	
	15	• Suburban development spotlight	3/5			14	• Nonprofit Giving Guide • Crain's Michigan Business: Lansing • LIST: Top-paid CEOs and Other Executives	6/4	
	22	• Family-Owned Business • LIST: Largest Family-owned Businesses	3/12			21	• Crain's Excellence in HR Awards • LIST: Largest Accounting Firms in MI • Thought Leadership: Human Resources (5/31)	6/11	
	29	• Crain's Forum • Notable Nonprofit Board Members • Small Business Spotlight	3/19			28	• Crain's Forum • Small Business Spotlight	6/18	

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J U L Y	5	• Digital special feature	6/25		O C T O B E R	4	• Detroit Homecoming Report • <b>Notable Rising Stars in Health Care Leadership</b> • <b>LIST:</b> Largest Group Health Care Plans	9/24	Crain's Health Care Leadership Virtual Summit
	12	• Crain's Michigan Business: University Towns • <b>LIST:</b> Largest Auto Suppliers • <b>LIST:</b> Largest Manufacturers	7/2			11	• Crain's Michigan Business: Cannabis • <b>Thought Leadership: Cannabis (9/20)</b>	10/1	
	19	• <b>Fast 50</b> • <b>LIST:</b> Fastest-Growing Companies in SE MI <b>Thought Leadership: Cybersecurity/Risk Management (6/28)</b>	7/9			18	• <b>LIST:</b> Largest Nonprofits • <b>LIST:</b> Largest Foundations • <b>LIST:</b> Largest Philanthropic Gifts	10/8	
	26	• <b>Most Influential Women</b> • Crain's Forum • Small Business Spotlight	7/16			25	• Crain's Forum • Small Business Spotlight	10/15	
	2	• Nonprofit Executive Compensation Report • <b>LIST:</b> Largest SE MI Auto Dealers • <b>LIST:</b> Top-Paid Nonprofit CEOs and other executives	7/13			N O V E M B E R	1	• <b>Crain's 40 under 40</b>	
9	• Crain's Michigan Business: Traverse City	7/30	8	• Crain's Michigan Business: Manufacturing beyond automotive • <b>Thought Leadership: Healthcare (10/18)</b>	10/29				
16	• Health Care	8/6	15	• <b>Notable in Real Estate</b> • Real Estate: Livingston County	11/5		Real Estate NEXT: Livingston County webcast (11/17)		
23	• <b>Cool Places to Work</b> • <b>Thought Leadership: Future of Work (8/2)</b>	8/13	22	• Digital special feature	11/12				
30	• Crain's Forum • Small Business Spotlight	8/20	29	• Crain's Forum • Small Business Spotlight	11/19				
S E P T E M B E R	6	• <b>Notable LGBTQ</b>	8/27	D E C E M B E R	6		• <b>Crain's Best-Managed Nonprofits</b> • <b>LIST:</b> Largest Banks	11/26	
	13	• Crain's Michigan Business: St. Ignace	9/3		13		• Crain's Michigan Business: Flint • <b>Notable Women in Banking</b> • <b>Thought Leadership: Economic Outlook 2022 (11/22)</b>	12/3	
	20	• <b>LIST:</b> Largest IP Law Firms • Mackinac Policy Conference • <b>Thought Leadership: Law (8/30)</b>	9/10		20	• The Book • Crain's Forum • Small Business Spotlight	12/10		
	27	• Real Estate: Ann Arbor • Crain's Forum • Small Business Spotlight	9/17		27	• Digital special feature	12/17		