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May Day Around the World
Unique Traditions and Customs

The first day of May—otherwise known as May Day—has long been recognized as an international holiday with ancient roots. Records of celebrations trace back all the way to the Roman Republic. Today, various cultures have their own distinct ways to celebrate.



UNITED KINGDOM

In the UK, May Day symbolizes springtime fertility of the livestock, soil and the people. Traditions include lighting wild bonfires, dancing around a maypole (complete with brightly colored ribbons) and crowning a May Queen. Specifically chosen, the May Queen represents everything that is good, true and wholesome about May Day.

FRANCE

According to French tradition, on May 1, 1561, King Charles IX of France received a lily of the valley as a lucky charm. The following year, he decided to give a lily of the valley to the ladies of the court. Then in the twentieth century, it became customary for people to give this flower to loved ones. Today in France, La Fête du Travail is celebrated to campaign for workers' rights.

FINLAND

The Finnish word for May Day is Vappu. In Finnish culture, May Day is celebrated on the street, marked by outdoor activities such as picnics, parties and dressing up. Both adults and children alike sip on a staple drink called "sima." Sima is a mead with low alcohol content, so everyone enjoys it throughout the day's festivities.

GERMANY

German celebrations include bonfires, maypoles and dancing away the last night of April until May arrives (Tanz in den Mai). Another noteworthy tradition is the Maibaum (May tree). Small communities erect poles decorated as trees with streamers and flowers. Then, towns in the area try to steal one another's May trees, requiring a ransom of beer and food in return.

WORDS TO LIVE BY

"The world's favorite season is the spring. All things seem possible in May."

—EDWIN WAY TEALE



IT'S WHAT'S INSIDE >>>

- How to Plan the Ultimate Summer Vacation
- Designing a Wedding: Save the Dates, Invites and Programs
- Find Your Voice: 5 Benefits of Podcast Marketing



How to Plan the Ultimate Summer Vacation

Spring is underway, which means summer is just around the corner. As schools come to a close this May, children will soon have vacant summer days to fill with swimming, playing outside and of course—vacationing. Make sure your family has the best summer vacation ever with these tips.

>> Set goals.

You can't plan a vacation if you don't know what you want to get out of it. Before you decide on anything, consider your intentions for the trip. Have each member of the family set their goals for the vacation and choose a destination that meets these expectations.

>> Plan early.

If you're reading this, then you've already taken the first step toward planning and budgeting your perfect summer vacation. Arranging the trip in advance is the best way to save on expenses like flights or hotel prices. Plus, you can always change things up a bit as the days draw nearer.

>> Use lists.

When it comes to vacations, there are a million and one things to remember. Chances are you will forget some of them—*unless* you have a list. Make a list of everything you need for the trip, then take it with you to check again before returning home.

>> Pack light.

This one is easier said than done, but it's true. If you don't absolutely need an item, then leave it. Traveling is easier with fewer items, and it's nice to leave a little extra room for your vacation purchases and souvenirs.

>> Let things slide.

Finally, relax. Whether you're traveling with friends, your spouse or kids, it's tough to stick to a "normal" routine while on vacation. Don't be afraid to let things slide here and there. If someone goes to bed late or eats too much dessert, it's not the end of the world.

How to Successfully Tell Your Brand's Story



There's more to successful marketing than sharing your product or service with an audience and hoping they bite. In fact, the goal behind marketing goes much deeper. The driving force responsible should be brand storytelling.

1 Define your purpose.

Before you tell others your story, you have to discover it for yourself first. Sure, you might know how the business started, but have you ever actually thought through the story? Take time to define the purpose of the brand. Get a team together and walk through how the business was founded, what its intentions were and how it has grown over time. Once you define the core purpose of the brand, the other facets of the story will fall into place.

2 Incorporate personality.

Every brand has a unique personality which sets it apart from competition and catches consumer attention. Your brand story is more than just marketing; it should incorporate the entire persona you want to be known for. This means that as you expand the story, consider the people who participate, create and develop the brand's personality. You're not writing a biography; you're writing a novel with a full plot, character development and climax.

3 Keep it simple.

Of course, you don't want the novel to get too complicated. Otherwise, you might lose customers' attention. Keep the brand's story simple: beginning, middle and end. Most companies follow the same storyline: problem, solution, success. For instance, explain the problem you wanted to solve, describe how you solved it and share about the success this created. Then, close with a continuation of how the brand hopes to grow.

4 Connect with customers.

At the core, your brand's story isn't really about the company. Even though it shares the business beginnings, the true goal of the story is to connect with customers. For this reason, share your story in a way that tells customers you relate to them, understand them and have things in common with them. When you connect with customers, you reach the true power of storytelling: establishing trust.

5 Establish trust.

The best brand stories build a profound trust with their clients. They let customers into the "behind the scenes" of the company and create a sense of confidence with them. In fact, stories are an influential tool in human communication. When humans read a story, they can literally feel an experience and synchronize their minds with the story's subject. By sharing your brand story with customers, you establish a status of trust and encourage customers to do the same.

Find Your Voice

5 Benefits of Podcast Marketing



Despite being a relatively new form of media, podcasts are one of the fastest-growing content types in marketing, and show no signs of slowing down. As technology expands, your business should too. Consider these advantages when stepping into the world of podcasting.

- 1 Podcasts are popular.** According to a report by Edison Research, the number of people who listen to podcasts has more than doubled over the past decade. In 2018, 44% of Americans have listened to a podcast, 26% listen to podcasts monthly and 17% listen to podcasts every single week.
- 2 Podcasts drive traffic.** With a new audience base, podcasts provide another stream of traffic. As more people listen to the podcast, more will subscribe and recommend the show to others. When the listener base increases, so does the number of people coming in contact with the brand.
- 3 Podcasts improve your brand.** The recordings provide an opportunity to bridge the gap between the public face and the private behind-the-scenes of the business. Engage with existing customers and turn them into brand advocates, or connect with new customers and share the inside scoop on the brand.
- 4 Podcasts establish trust.** As you share more of the brand, you build a deeper sense of trust with customers. The best podcasts are rarely scripted and lightly edited, giving your audience a chance to see the personality behind the recording. Trust is essential to brand loyalty, and giving people a voice to connect with builds trust faster.
- 5 Podcasts increase revenue.** Ultimately, the biggest benefit to podcasts is how they influence the bottom line. The Interactive Advertising Bureau found the podcasting industry grew 86% between 2016 and 2017, reaching a record \$314 million in revenue. And things are projected to grow—hitting \$659 million by 2020.

5 ITEMS YOU NEED TO START A PODCAST

- 1** A quality microphone for the audience to hear you clearly.
- 2** At least one set of headphones so you can hear yourself.
- 3** One pop filter to keep from amplifying your Bs and Ps.
- 4** Editing software to cut out unnecessary content or add in more.
- 5** A podcast hosting site to publish the content.



SOMETHING TO THINK ABOUT

According to Nielsen, 50% of all homes in the United States are podcast fans—that's more than 60 million homes.