INVITATION

Virtual Roundtable on Business Communications

OCTOBER 21, 2020  3 - 4 PM PARIS TIME  Via Zoom

Join us for a first in a series of roundtables that will bring together **communicators, strategists, and spokespeople** from our *Business at OECD* global business network.

**4 REASONS TO PARTICIPATE**

**EXCHANGE** information on communications campaigns, best practices, and how business is communicating on Covid-19

**DISCUSS**
the use of language and words to communicate on the ongoing pandemic, including developing consistency around that language

**IDENTIFY**
challenges the communications function faces in policy settings related to Covid-19 measures

**NETWORK**
with communicators from our global business network

**AGENDA**

**Introduction**
The importance of strategic communications as we address Covid-19

**Case study**
The experience of the Irish business community, addressing what works well and how to convey it

**Roundtable**
Sharing challenges communicators and spokespeople face and possible solutions

PLEASE RSVP TO **JASMINE PUOTI**
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