

INVITATION

Virtual Roundtable for Directors of Communications and Spokespeople

OCTOBER 21, 2020

3 - 4 PM PARIS TIME

Via Zoom

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

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.

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 spokespersons face and possible solutions

PLEASE RSVP TO **JASMINE PUOTI**
PUOTI@BIAC.ORG

FOR MORE INFORMATION CONTACT **ALI KARAMI RUIZ**
KARAMIRUIZ@BIAC.ORG