INVITATION

Virtual Roundtable for Directors of Communications and Spokespeople

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 spokespersons face and possible solutions

PLEASE RSVP TO JASMINE PUOTI PUOTI@BIAC.ORG

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