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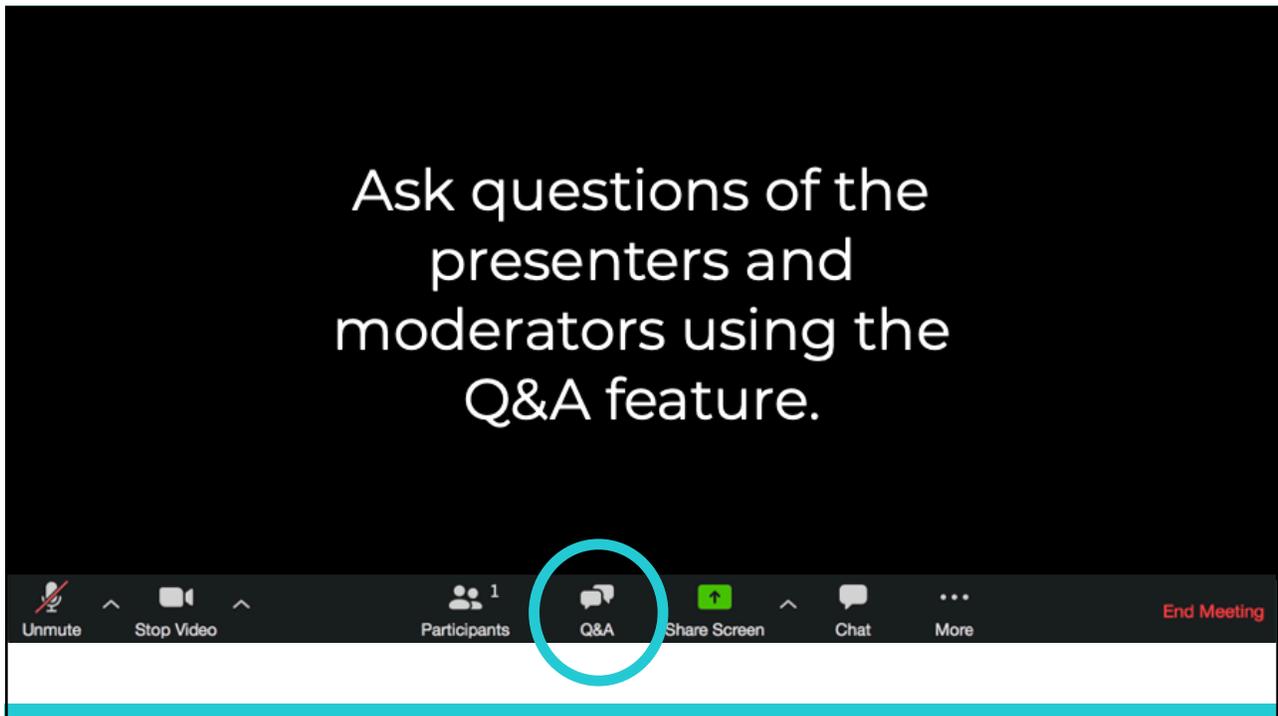
EVENT GARDE

The Dos and Don'ts of Responding to the COVID-19 Crisis

Aaron Wolowiec
CEO, Event Garde

Rob McCarty
CEO, The Image Shoppe

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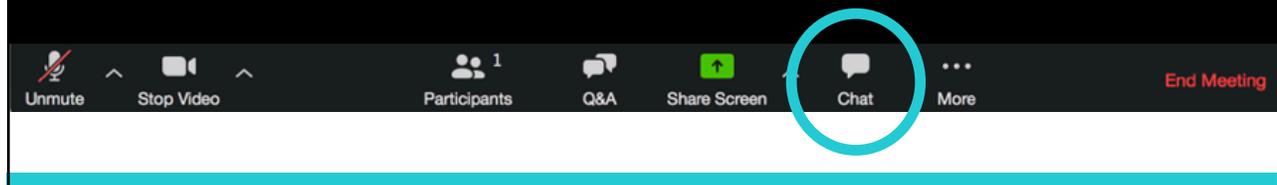
Ask questions of the presenters and moderators using the Q&A feature.

Unmute Stop Video Participants 1 Q&A Share Screen Chat More End Meeting

2

Engage with all participants using the chat feature.

When the chat window pops open, it may default as sending only to "panelists" or "host." To chat with everyone, toggle the drop-down to "All attendees + panelists."



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Introductions



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Aaron Wolowiec

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Rob McCarty

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Lindsay Gross

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Sara Krueger

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Chat Moderators

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Your Turn



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Introductions

In the chat box, share the following:

- Your name
- Your role
- Your organization
- An example of a brand “getting it right” during these uncertain times

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About the Series:

Branding & Marketing Best
Practices Amidst COVID-19

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About the Series

- Weekly series discussing different topics on how to navigate branding/marketing during the COVID-19 crisis
- Interactive - audience participation encouraged via questions and suggested topics
- We'll have various subject matter experts join us in the weeks to come

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About Today's Webinar:

The Dos and Don'ts of
Responding to the COVID-19 Crisis

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About Today's Webinar

- Focus today is on missteps/best practices in response to the COVID-19 crisis
- We're recording today's digital discussion (1 – 2 pm ET)
- Please actively engage with the chat function
- You're welcome to take screenshots
- We'll be sharing any relevant resources with you (e.g., recording, chat transcript, PPT and links)
- Follow-up blog posts will be made available on **EventGarde.com** and **TheImageShope.com**
- Sign-up for future events at **EventGarde.com/events**

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Agenda



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Agenda

- The impact of COVID-19 on brands
- Poor practices from brands responding to COVID-19
- Best practices from brands responding to COVID-19
- Debrief and Q/A with live attendees
- Wrap-up and concluding remarks

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The Impact of COVID-19 on Brands



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The Impact of COVID-19 on Brands

- How individuals/families are affected
 - Purchasing decisions
 - Economic impact
- How business is affected
 - Busier?
 - Slower?
- How business is changing
- How the world at large is changing

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The Don'ts of Responding to COVID-19



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The Don'ts of Responding to the COVID-19 Crisis

- Going on with “business as usual”
 - Certain advertising efforts
 - Automation: Emails, campaigns, etc.
 - Hard sells; inflexible policies
 - Irrelevant products/services
- Insensitive word choice & content in poor taste
- Flooding email inboxes
- Using scare tactics to build your business

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Best Practices for Brands Responding to COVID-19



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Best Practices for Brands Responding to the COVID-19 Crisis

- Adjust your tone in content; offer silver linings
- Be intentional about the content you're sharing and word choice
- Give leeway when possible (e.g., refunds)
- Give back to your customers and the community
- Offer free or discounted *relevant* products/services
- Prepare for the future

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Debrief



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 What surprised you?	

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 What surprised you?	 What confirmed your expectations?

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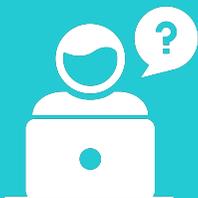
 <p>What surprised you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	

25

 <p>What surprised you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	 <p>What will you take with you?</p>

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Question/Answer



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Wrap-Up



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Save the Date

How to Navigate SEO During the COVID-19 Crisis

Wednesday, April 8, 2020

1-2 p.m. ET

Zach Guy

Digital Account Manager
The Image Shoppe

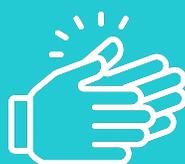
Register now:

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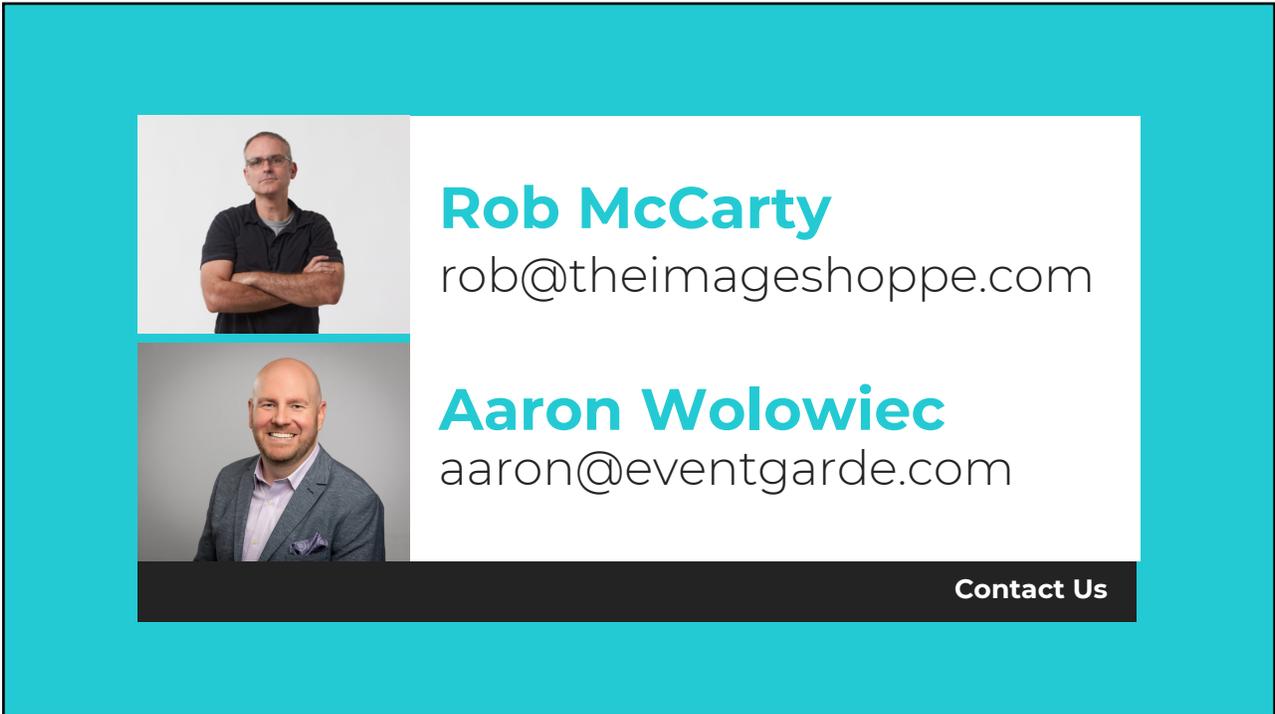


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Thank You



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Contact Us