



Marketing Your Mission & Core Values During the COVID-19 Crisis

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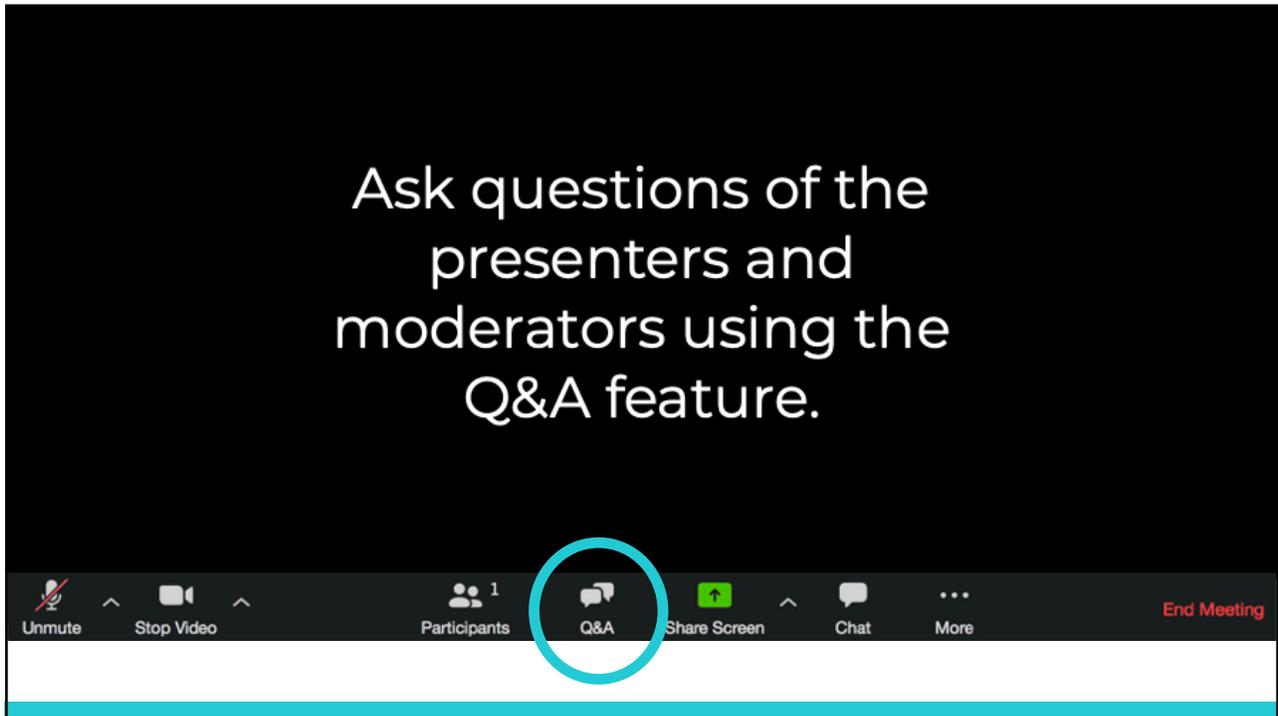
CEO, The Image Shoppe

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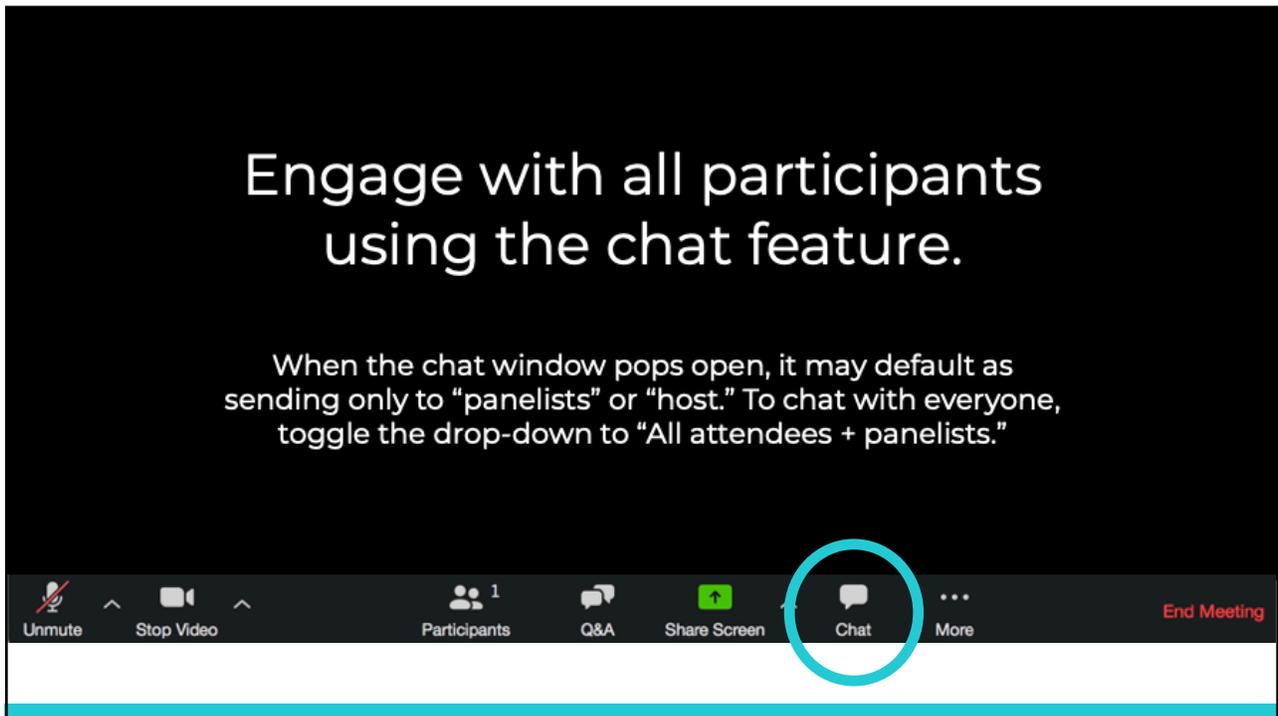
Welcome



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Introductions



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Rob McCarty

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Lindsay Gross

Chat Moderator

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Your Turn



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Introductions

In the chat box, share the following as a single post:

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- A question you hope to have answered by the end of this discussion

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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
 - **One episode left!**
- Interactive - audience participation encouraged via questions and suggested topics
- We'll have various subject matter experts join us throughout the series

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About Today's Webinar:

Marketing Your Mission & Core Values
During the COVID-19 Crisis

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About Today's Webinar

- Focus today is on marketing and the importance of adhering to your mission, vision and core values
- 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

- High-level overview of Mission/Vision/Values (MVV) and their role in branding/marketing
- How TIS and Event Garde are currently marketing our MVV
- 5-step consideration plan for marketing your own MVV
- Debrief and Q/A with live attendees
- Wrap-up and concluding remarks

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Exploring Mission/Vision/Values



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Exploring Mission/Vision/Values

- **Mission:** A short statement of why an organization exists, what its overall goal is and identifying the goal of its operations
- **Vision:** A declaration of an organization's long-term objectives, intended to guide its internal decision-making
- **Core Values:** The fundamental beliefs of an organization

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How TIS & EG are Marketing MVV



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How Team TIS is Marketing MVV

- **ASSISTANCE** for clients
- 8-week **HELP PLAN** with the PPP
- **TRANSPARENCY** with employees
- **SOLIDARITY** by willingness to take the hits along with the team in the trenches

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How EG Team is Living & Marketing MVV

Internal

- Digital team retreat
- Netflix Party
- Slack teambuilding
- Collaboration
- One-on-one check-ins
- Celebrate successes
- Ongoing feedback

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How EG Team is Living & Marketing MVV

Internal

- Digital team retreat
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- Slack teambuilding
- Collaboration
- One-on-one check-ins
- Celebrate successes
- Ongoing feedback

External

- Website “About” page
- Ask us anything
- Blog, resources and webinars
- Weekly newsletters
- Creative solutions
- BTS social media content

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5-Step Consideration Plan for Marketing Your MVV



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5-Step Consideration Plan

1. Have MVV statements and creatively promote to all key audiences
2. Brainstorm ways you can help/add value to each audience segment given your MVV
3. Develop and work through an action plan
4. Communicate actions/outcomes regularly with key audience segments (internal and external)
5. Evaluate action plan and course correct, as needed

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Debrief



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 <p>What stood out to you?</p>	

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 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>

28

 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	

29

 <p>What stood out to 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

Episode 5: Strengthening Customer Relationships During the COVID-19 Crisis

Wednesday, April 29, 2020

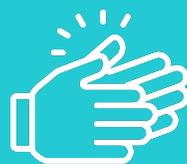
1-2 p.m. ET

eventgarde.com/events

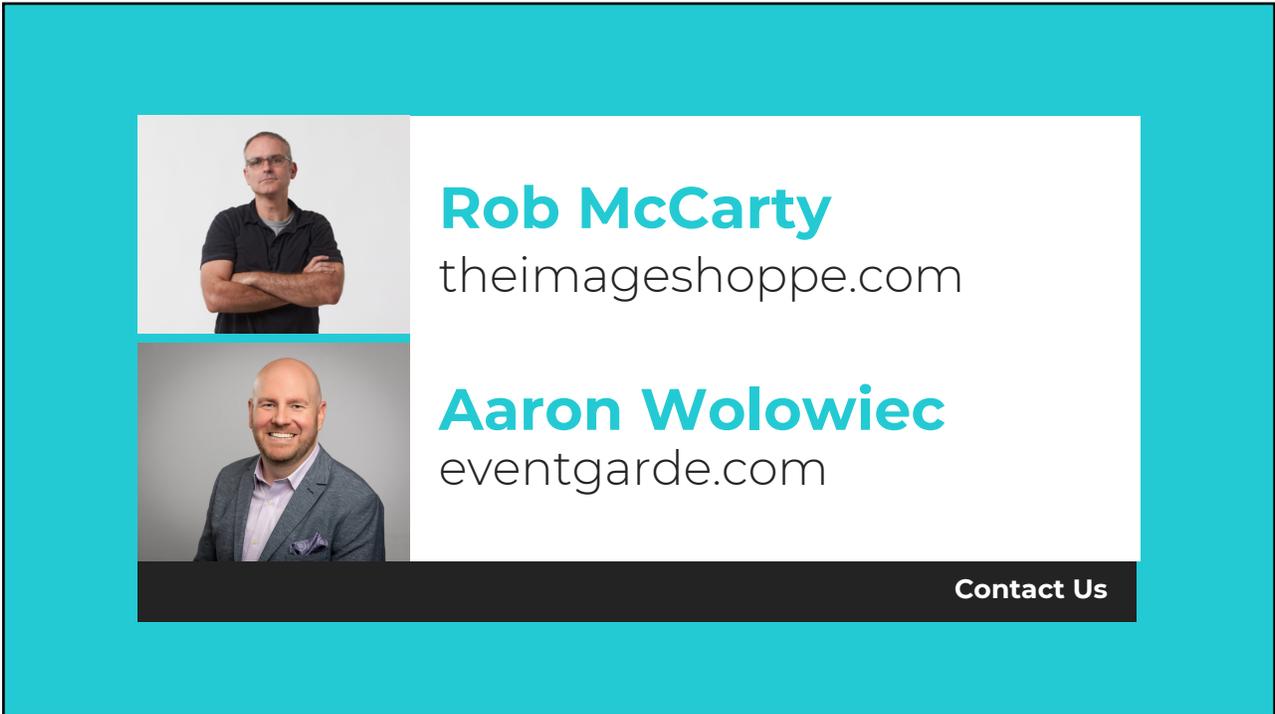


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Thank You



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Contact Us