

How Businesses Are Handling the Crisis the COVID-19 Pandemic (Free Webinar)

Free Webinar: Friday, March 20th @ 12 p.m. ET

Join us for a Free Webinar on **March 20 at 12 p.m. ET**

New Survey: How Businesses Are Handling the Crisis the COVID-19 Pandemic

Featuring:



Tina McCorkindale, Ph.D., APR
President & CEO
Institute for PR



Steve Cody
Founder & CEO
Peppercomm

Tina McCorkindale, Ph.D., APR, President and CEO of the Institute for Public Relations and Steve Cody, co-founder and CEO of Peppercomm and IPR Chair, will discuss the results of their new co-branded study that surveyed 300 communication executives and senior leaders to find out how their companies were faring in the COVID-19 pandemic.

This session will discuss findings of how important the communication function is during this crisis, the most-trusted and suggested sources, how prepared communicators are for the crisis and its impact on the business, and which stakeholders they are most communicating to about changes and updates. The session will also give advice to business leaders about ways to tackle issues surrounding COVID-19.

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