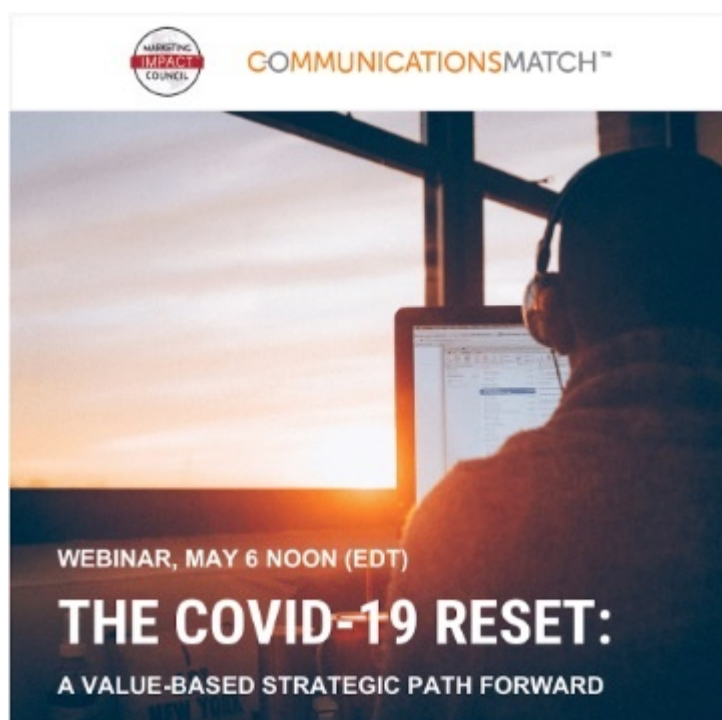


The COVID-19 Reset: A Value-Based Strategic Path Forward (Webinar)

Free Webinar: May 6th @ 12 pm EDT



About the Event

Join distinguished professors and authors **Noel Capon**, Columbia University Business School, author of *Managing MARKETING in the 21st Century*; **Amy C. Edmondson**, Harvard Business School, author of *The Fearless Organization*; and **Jeffrey Henning**, Chief Research Officer of Researchscape, for a discussion on a value-based strategic approach to responding to COVID-19.

The panel will be moderated by John Greco, Founder & Chair of the Marketing **IMPACT** Council™, former CEO of the Direct Marketing Association, and Simon Erskine Locke, Founder & CEO of CommunicationsMatch™, author of a recent CommPRO article: *Coronavirus is Changing What Clients Value: Time to Hit Reset*

on Strategy & Messaging.

This complimentary webinar is open to the Marketing **IMPACT** Council™ and CommunicationsMatch™ communities as well as those of our supporting partners – CommPRO.biz, the Financial Communications Society and Capitol Communicator. It is the first in a series of Marketing **IMPACT** Council™ webinars addressing “Strategy, Marketing, and Communications in a COVID-19 Impacted World.”

This webinar will address:

- The need for businesses and nonprofits to reevaluate, adapt, and reposition their value propositions, and reset strategy/messaging for a new world.
- The importance of research and engaging with all stakeholders to understand how to create the greatest value for them.
- Why leaders need to have the courage to embrace uncertainty and unite their teams to succeed.

“The COVID-19 Reset” is an opportunity for leaders and their teams (internal and external) to engage at all levels to directly connect strategy, marketing and communications, and maximize value.

Our panelists will address questions from the audience.

**Date & Time: May 6TH, 12 PM
EDT**

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