

The COVID-19 Reset: Behavioral Change – A Growth Opportunity

Free Webinar: June 24th @ 12 PM (Noon)
EDT



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Join international speaker, renowned marketing expert, and professor of marketing, **Michael R. Solomon**; President and Founder of Triggers® Growth Strategy, **Leslie Zane**; and **Stephan Wiedner**, CEO and Co-Founder of Noomii, for a discussion of the behavioral changes associated with a COVID-19-impacted world and how many of those changes present a growth opportunity.

Solomon, author of books including, *Consumer Behavior: Buying, Having, and Being*, combines cutting-edge academic theory with

actionable real-world strategies. Zane's expertise is in helping blue chip companies accelerate growth through behavioral insights. Wiedner's Noomii supports corporations with data-driven coaching and he brings expertise in leveraging the concept of psychological safety to drive innovation.

This is the third in a series of webinars focused on the integration of strategy, marketing, and communication in a [COVID-19](#) impacted world organized by the Marketing **IMPACT** Council™ in collaboration with strategic partner CommunicationsMatch™. The webinar 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™.

This webinar will provide perspective and practical insights for business leaders, marketers, and communicators into:

- Drivers of consumer purchasing decisions and how these have changed through the pandemic
- Opportunities to create new value for brands by resetting strategy and messaging to position them to grow during the pandemic
- How companies and the agencies serving them can drive collaboration and innovation required to realize these opportunities

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**.

Our panelists will also address questions from the audience.

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[LEARN MORE and REGISTER HERE](#)

Read the takeaways or watch a replay of the first webinar in the series: “The COVID-19 Reset: A Strategic Value-Based Path Forward” or the second webinar in the series: “The COVID-19 Reset: Strategy, Marketing & Communications” [here](#).

We hope you can join us.

Sincerely,

*John Greco, Founder & Chair of the Marketing **IMPACT** Council™*

Simon Erskine Locke, Founder & CEO of CommunicationsMatch™