

Free Webinar: HOW BRANDS ARE FIGHTING THE COVID-19 OUTBREAK: CRISIS & COMPANY REPUTATION 2020



In light of the recent COVID-19 outbreak, we understand the concerns of attending events, with many companies implementing travel restrictions, hence, let's go online!

Come join us and hear from the industry experts from healthcare, travel and PR on how brands are fighting the COVID-19 outbreak, and how to manage crisis and company reputation.

We are glad to have ACRES (Animal Concerns Research and Education Society) Singapore on board as a supporting partner, and we will be donating SGD \$1 for every participant during the live webinar.

MAIN HIGHLIGHT: PANEL DISCUSSION

- 1 | Case studies of the impact on COVID-19 on businesses & industries
- 2 | Corporate reputation and crisis management
- 3 | Importance of social media when handling crisis

DETAILS

Date: 5 March 2020

Time: 1:00PM - 2:00PM (SGT) [GMT +8]

Cost: Free

Format: Webinar

What's on Media is a platform where industry experts shape the future narratives in the media landscape. In 2020, What's on Media focuses on Crisis & Reputation Management, providing insights on predicting crisis, measuring reputation and future-proofing communication efforts.

Register Here: <https://isentia.clickmeeting.com/isentia-what-s-on-media/register>