The Economic Development Masterclasses

Communication in times of crisis

Online and live video event upon registration

16 June 2020
From 11:00 to 12:30 CEST

Click here to register

Webinar organised by:

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.
ANIMA Investment Network invites its members and partners to participate in experience-sharing webinars until the end of 2020. The objectives are as follow:

- To give keys and answers on a topic of interest
- To show illustrations
- To propose a discussion around the issue submitted by a network partner
- To give perspectives and leads to go further

### Programme of Communication in times of crisis webinar

<table>
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<tr>
<th>Session</th>
<th>Time</th>
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<tr>
<td>Introduction to the problem and the speakers</td>
<td>11:00 - 11:05</td>
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<tr>
<td>Managing different types of crisis communication in territorial marketing</td>
<td>11:05 - 11h30</td>
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<tr>
<td>Louise Gibbons, Location Marketing, expert in communication and marketing - France</td>
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<tr>
<td>Managing communication during passed and current crises</td>
<td>11:30 - 11:55</td>
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<td>Zied Lahbib, International Marketing Director, FIPA Tunisia</td>
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<td>Crises communication needs in Lebanon</td>
<td>11:55 - 12:20</td>
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<td>Ramy Boujawdeh, Deputy General Manager, Berytech - Lebanon</td>
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<td>Perspectives and assistance</td>
<td>12 :20 - 12:30</td>
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**Moderated by:** Lydie Cornand, Director, IT & Educational Coordinator, ANIMA Investment Network

At the end of each talk, there will be a chat room where questions can be asked in live

### Upcoming webinars in 2020

**Attractiveness and business support strategies in times of crisis**

- 23 June: Digitalisation of services for companies and investors
- 7 July: Aftercare and enterprise backup services
- 22 September: Strategic intelligence and prospective

**Mobilising and facilitating inward investments**

- 13 October: Mobilising expats and diaspora
- 10 November: Investors’ servicing
- 8 December: thematic to be confirmed
- January 2021: date and thematic to be confirmed