



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

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|--|----------------|
| Introduction to the problem and the speakers | 11:00 – 11:05 |
| Managing different types of crisis communication in territorial marketing <i>Louise Gibbons, Location Marketing, expert in communication and marketing - France</i> | 11 :05 – 11h30 |
| Managing communication during passed and current crises <i>Zied Lahbib, International Marketing Director, FIPA Tunisia</i> | 11:30 – 11:55 |
| Crises communication needs in Lebanon <i>Ramy Boujawdeh, Deputy General Manager, Berytech - Lebanon</i> | 11:55 – 12:20 |
| Perspectives and assistance | 12 :20 – 12:30 |

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