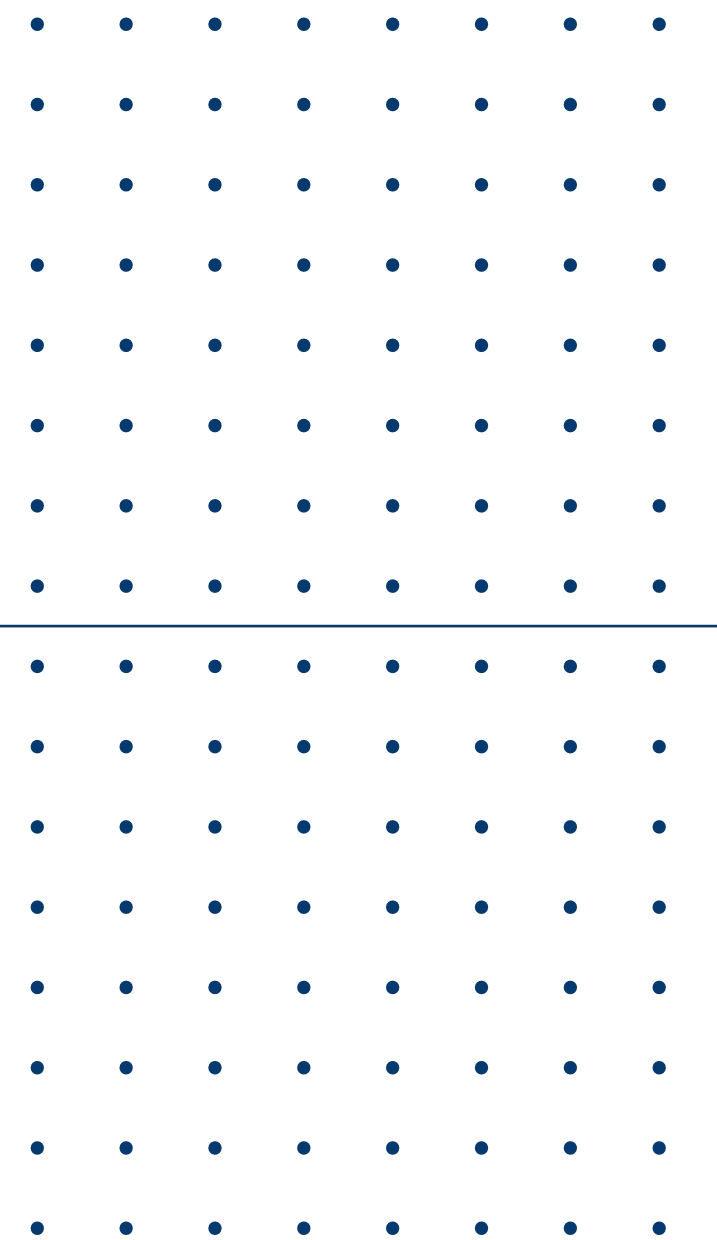


changing  
behaviours

# CHANGING BEHAVIOURS

**A 5-POINT PLAN  
TO FUTURE PROOF  
YOUR BUSINESS**



# 01

## POSTPONE GLOBAL EVENTS UNTIL Q3 AND BEYOND – DON'T PLAN FUTURE EVENTS UNTIL AFTER THE PEAK.

**The challenges currently facing event planners are unprecedented. Faced with the prospect of postponing or even cancelling events – plus dealing with the welfare of staff – puts enormous pressure on a business.**

Maybe you're choosing to postpone your events until the end of summer, after the peak of the virus is predicted to pass. Or maybe you're thinking of a virtual version of your conference? The latter ensures you're not competing with a crowded calendar of events now taking place towards the end of the year.





# 01

## BUILD DIGITAL EVENT SOLUTIONS TO COUNTER THE CHALLENGING PHYSICAL ENVIRONMENT



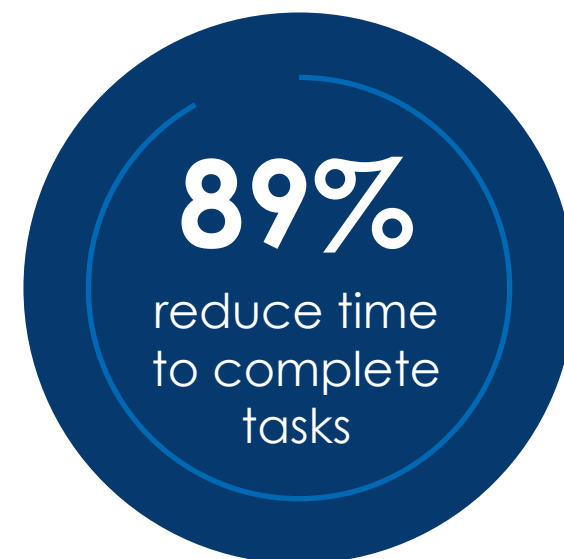
### Here's why digital events work

Video conferencing can deliver a virtual event with real impact. Consider this:

- You can create connection: 89% of users say video conferencing helps them feel connected – and connection is what many event professionals are craving right now.
- You can secure attention and engagement: 82% of video users are less likely to multitask while viewing (compared to just audio).
- You can deliver real efficiency for your participants: 89% of respondents agree that video conferencing reduces time to complete projects or tasks – collaboration with results.

### Here's how it works

In order to achieve the points above, you need a high-quality technical solution, technical know-how and resources. We appreciate you may not have this. But we do.





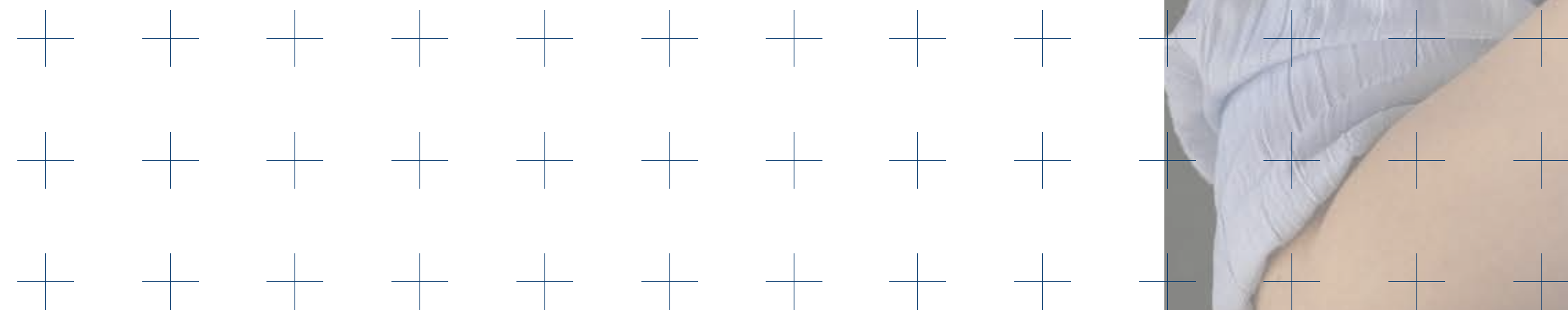
# 02

## EMBRACE TECHNOLOGY – DRIVE ENGAGEMENT WITH STAFF AND CLIENTS THROUGH STREAMLINED COMMUNICATION

**There is a technology solution for every problem, they say. And in today's climate we need technology more than ever.**

We're turning to digital solutions to meet many needs - helping us keep communication open with customers, colleagues, contacts and collaborators. Consider this: 92% of employees say having technology helps them do their job efficiently and affects their work satisfaction.

**92%**  
say technology  
helps them to  
do their job  
efficiently





# 02

## EMBRACE NEW APPROACHES TO ENGAGEMENT & EXPERIENCE, NOT JUST WORKFLOWS

Technology, if used correctly, can deliver real business impact. Well over half - 64% - of global business leaders said flexible working had a positive impact on productivity. The correct technology used across the correct channels can deliver a host of benefits – motivated employees, engaged clients – all truly welcome, especially in uncertain times.

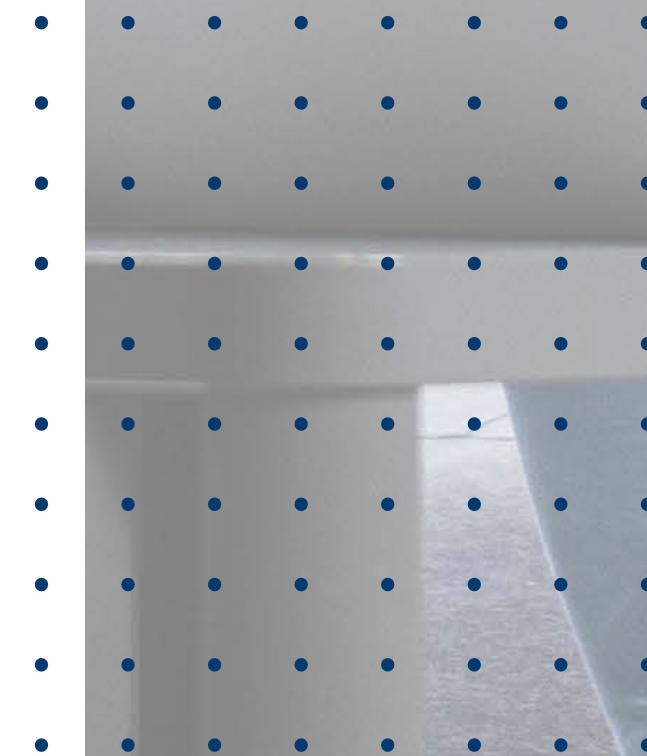
### The question is...what technology does your business need to use?

There are so many to choose from - MS Teams, Hangouts, Slack, WhatsApp, Basecamp – that's just project management & comms. What about driving engagement through social media, chatbots, augmented reality, webinars or the latest digital experiential techniques and VR?

It can take hours to work out what's best for you and your organisation. Luckily you don't have to.

64%

say flexible working has positive impact on productivity





# 03

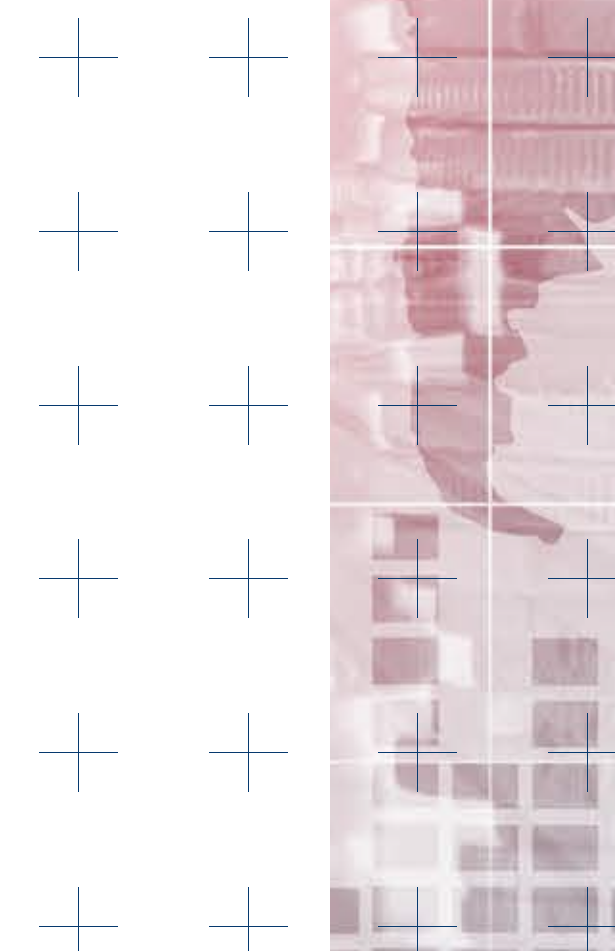
## USE DATA ANALYSIS TO FIND THE RIGHT TIME TO REDEPLOY RESOURCE

### *'New data, new policy: why UK's coronavirus strategy changed'*

A recent national newspaper headline (The Guardian) perfectly captures the paramount role that data and data analysis has been holding in the government's decision making and leadership.

Like weather forecasts in the days before the D-Day landings of WW2, this data, and the decisions taken based upon it, are potentially life changing for millions of us.

Crucial business decisions are also being driven by data. Changing economic trends are directing redeployment of resources and investment strategies and tactics. The UK economy is contracting quickly while, according to our client S&P Global, COVID-19 is already seeing a world in recession with global GDP falling from 2.9% to 0.4% - essentially wiping out an entire year's worth of growth.





# 03

## RELY ON FACTS AND TRUSTED SOURCES FOR CRUCIAL DECISION MAKING

When there is so much fake news and misinformation spread through social media, facts from sources that can be trusted become critical when making decisions.

### How data will define the way ahead – will you be ready?

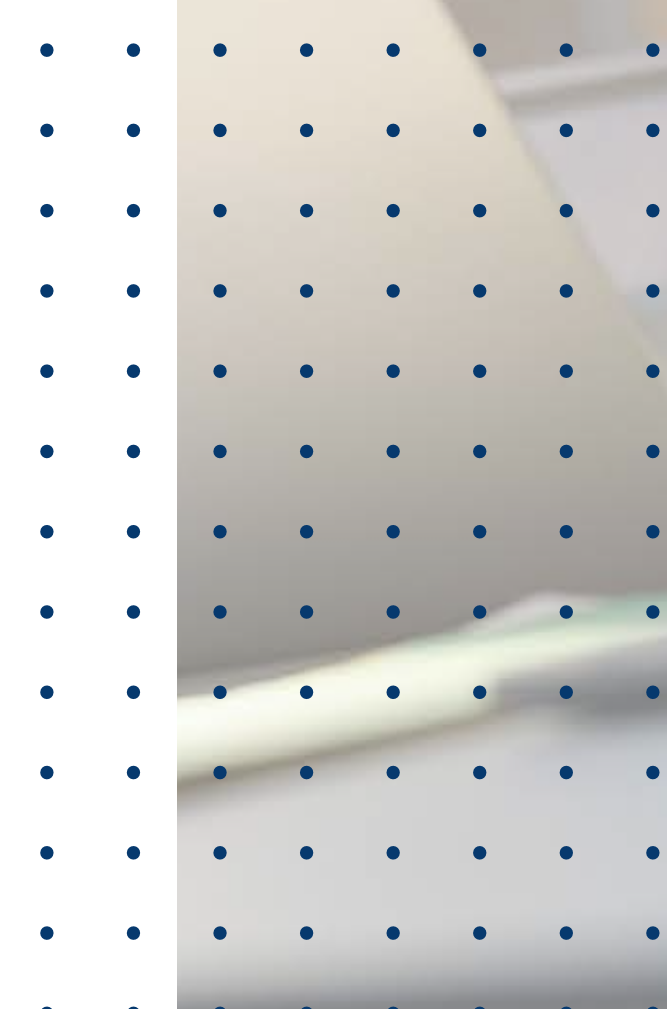
Let's be positive. The declining numbers of new cases in China indicate that eventually the spread of COVID-19 in the UK, Europe and the North America will reach a peak and we can start planning for the recovery phase. But there will be vital questions.

- How will we know when to start?
- How confident or buoyant will the economy be at that time?

- How will we know when will be a good time for a sales incentive scheme or PR campaign that will help to make up for lost business and capture the lion's share when consumers start spending again?
- How will we know when to prepare for and hold the events that were postponed?

Data and analytics will provide the answers.

Do you have the researchers and analysts, or the time to find the answers? We do.





# 04

## MEETING NEEDS AND OPPORTUNITIES; COMMUNICATIONS WHILE THE WORLD IS ON HOLD

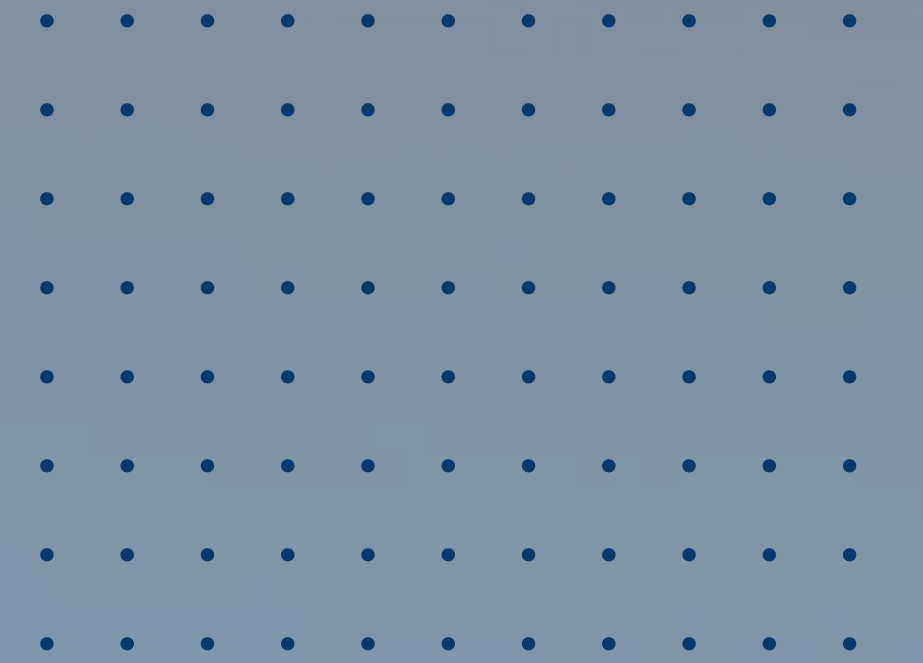
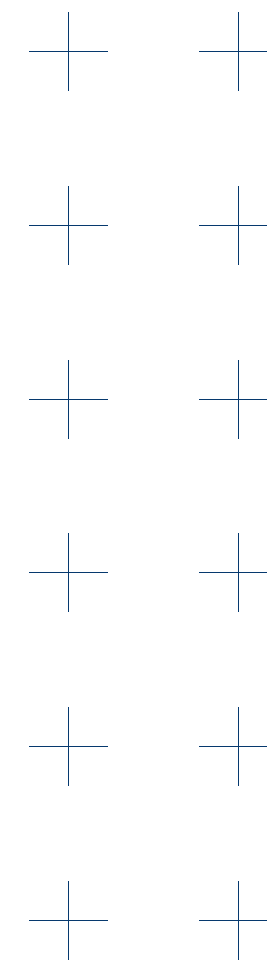
How well are you keeping in touch with colleagues, customers and distributors during this crisis? Are you creating appropriate content that speaks to your brand purpose? These are complicated waters to navigate in a tone and style that's right for these times, let alone considering material that supports SEO ranking and awareness.

Your audience may need accurate advice or information, even a bit of light entertainment, now more than ever. Understanding your value, listening to customers and making sure you're reachable are key.

All businesses are facing tough questions. And with many having fewer staff while colleagues are isolated or furloughed, the challenge of handling them intelligently has become greater still.

”

*“Understanding your value, listening to customers and making sure you're reachable are key”*





# 04

## MEETING NEEDS AND OPPORTUNITIES; COMMUNICATIONS WHILE THE WORLD IS ON HOLD

There are opportunities too. Many are realising that when business is slower or on hold, it's a good time to stand back and review.

### • Who are we?

- What is our position in the market?
- What do we want to be?
- What's our comms style?
- The Times or Daily Mail?
- LinkedIn or TikTok
- Are influencers right for us?
- Century Gothic or Garamond?

### • Who should we be?



Using video calls for updates and meetings? Start at unusual times to avoid the peaks - 1.50pm or 2.10pm. Avoid starting at times like 2pm or 2.30pm when bandwidth is low.

Be ready for a new normal with a new comms style and plan to suit.

**But**

Do you have resources to deal with the here and now?

**Or**

To review and plan for the upturn?

**We do.**





# 05

## CHANGING BEHAVIOURS BRING OPPORTUNITY FOR THOSE WHO ADAPT AND PREPARE

**This is all so different. The days when shops, offices, gyms, pubs and restaurants were open, when conversations were full of last night's film at the cinema or tomorrow's sport, when we met friends, family, customers and colleagues, shook hands or hugged them; those days of 'life as usual,' of 'business as usual' are on hold, in the background for now.**

We face this changing behaviour now, and there will be more to come in the next few months, possibly for a year and beyond. But with change comes opportunity - for those who adapt, manage and prepare.

”  
***“With change comes opportunity - for those who adapt, manage and prepare”***





# 05

## ADAPTING, MANAGING AND PREPARING

Here and now every business is having to adapt quickly to a new reality. Some are adapting to what is needed now, with virtual events or production processes being developed on the fly to supply ventilators, masks and gowns for the NHS. Associations are looking to tomorrow, fighting for financial support for their members' survival and providing advice on how to apply for loans and stay in business.

It's also a time for maintaining awareness, keeping in contact and keeping in the public eye. At this time managing reputation is vital. Many are enhancing theirs with professionalism, fairness and generosity of money and time, and by making their marketing content more human, sensitive and relevant; others are tarnishing theirs.

It's important to remember there will be an upturn, economically, socially, normality will eventually resume. When that time comes many will be chasing a bonanza of business from trade and consumers. A fast start will be essential. That means being ready – so starting to prepare your plans early is key – how will you motivate the sales teams or reward your best performers? Our advice as experts in this space? Start to capture those plans now.

“*A fast start will be essential. That means being ready*”

### **Baby boom means business**

An anticipated result of all those evenings at home may well be a baby boom in nine to 12 months' time - and a business boom for baby product manufacturers who will have to budget more stock and marketing activity just before Christmas!





# 05

## THE KNOCK-ON EFFECT; CHANGING BEHAVIOURS IN THE LONG TERM?

### Opportunities

The recovery period will undoubtedly create opportunity. For instance, there are signs that business and events will be more regional, and home based for a while, creating opportunities for UK suppliers and venues. Experience of using technology and electronic finance processes now may well be more mainstream and generate business for better domestic IT, video and audio equipment. Who knows, maybe our next generations may even flourish in IT & Tech as the Government improves provision of tablets and laptops for the education system!

### Longer term change?

Inevitably there will be change, but the consensus of experts suggests evolution not revolution. Broadly, life and business as usual will return. When we are free of the lockdown and social distancing, we can be free of video conferencing and enjoy face to face meetings, conferences and events, pubs and gyms, sports and theatre again; we'll be shaking hands and hugging each other once more; we can look forward to being truly human.



*“With When we are free of the lockdown and social distancing, we can be free of video conferencing and enjoy face to face meetings, conferences and events, pubs and gyms, sports and theatre again”*





# 05

## BECOMING HUMAN

Amazingly, four out of five brands are now crafting content to help relate to their audiences through this crisis.

Although 81% of brands are putting some planned campaigns on hold, they are far from standing still, according to the latest statistics from the World Federation of Advertisers.

The survey of the world's largest advertisers found that roughly the same proportion are developing new content directly relevant to the crisis. Around 50% have already begun sharing these new messages, while a third will soon be following suit.

***Everyone is sure to benefit from this sudden humanisation of brands. We'll be helping businesses to make sure that is the case, building trust and loyalty for our great clients so they remain front of mind for the right reasons.***

So, what are they saying?

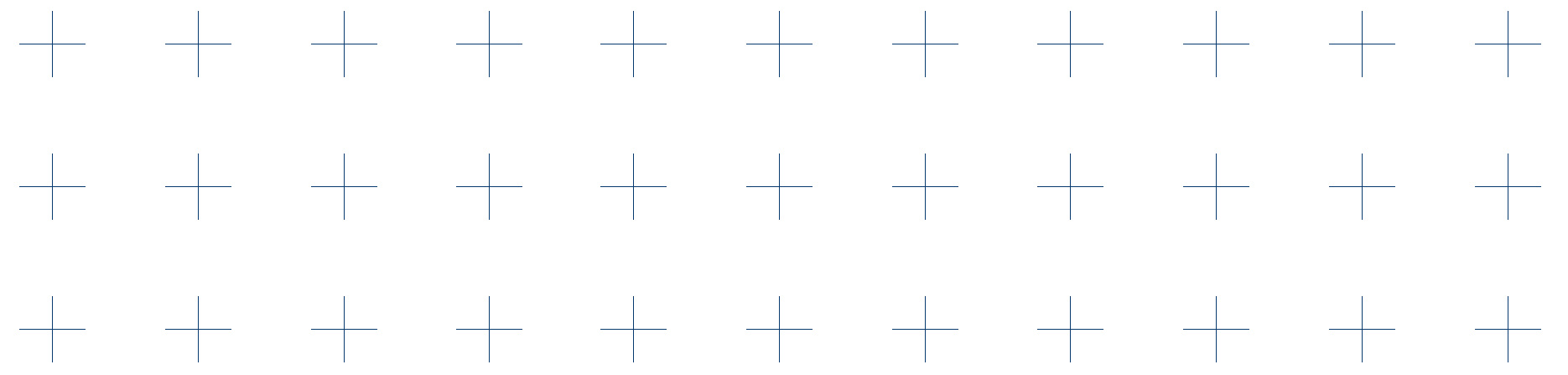
- 79% are talking directly to their customers about the how the pandemic is affecting their lives
- They are seeking to be useful to their people, customers and partners in the short-term, while planning effectively for the longer term
- They are “mobilising empathy and utility on a scale hitherto unseen”
- They are adopting human approaches to support society
- They are showing solidarity to their agencies and partners, understanding their supply chains need their support more than ever.

**81%**

of brands are putting some planned campaigns on hold, but they are far from standing still.







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**If you'd like to hear more, get in touch today to see how our ideas can help you.**

**[team@cigroup.co.uk](mailto:team@cigroup.co.uk)**

