



We're going through some unprecedented times as a community right now. Many of you are adjusting to a new work environment, while caring for family members and balancing the increased expectations that are being placed on marketing departments. We appreciate how these changes might force brands to adjust priorities and we recognize the toll that this is taking on your teams. Know that you are not alone – and we will remain your partner along the way.

Should you find yourself seeking guidance around how to address the COVID-19 communications challenges that we are facing globally, we are here to support you. To begin, we wanted to share a crisis communications guide along with a few other resources to help strengthen your internal and external communications strategies.

Feel free to share this month's newsletter with your extended business family. And please – stay safe and healthy during this difficult time.

-The PAN family.

[Guide] How to Execute a Sound Communications Plan When Dealing With a Crisis

Internal and external communication is essential during a crisis. Is your brand prepared to execute the right strategy as we continue to face challenges with COVID-19? This crisis communications guide will support your efforts.

[Learn what steps your brand should take when developing an impactful communications strategy.](#)



[Video] Making Marketing Strategy Adjustments During Times of Crisis

Members of the PAN leadership team, along with Thomas Hahnel, Managing Director of PAN's global partner in Germany, sat down to discuss the important changes that communications professionals should be making in response to COVID-19.

[View here](#)

Implementing a Remote Workforce? Reference This Checklist

Most organizations have enforced a "work from home" policy given the global pandemic. To make this transition more seamless, our team put together a checklist that outlines the tools and technology necessary for remote work.

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Online Screening Software Speeds Up Risk Assessment of COVID-19

Zipnosis developed a questionnaire that helps consumers determine their personal risk level of contracting COVID-19. Learn how you can take advantage of this free screening.

[Read More](#)



Rally for Restaurants: Join the Movement to Help Local Businesses

In support of the restaurants impacted by COVID-19, Toast has created a campaign that encourages consumers to purchase gift cards that will benefit these establishments.

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8x8 Launches Rapid Expansion Program to Support Remote Workforce

This innovative program minimizes business disruption by allowing organizations to quickly extend their cloud communications and collaboration solution to employees.

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