

PAN's monthly newsletter is here.
Read on for the latest & greatest in integrated marketing & PR.

Creative Storytelling | Connected Content | Results that Matter

WE MOVE IDEAS.™

PAN

2020

CONTENT FITNESS REPORT

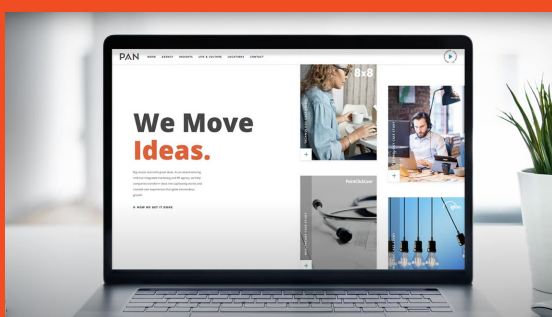
Customers expect brands to keep a pulse on the conversational climate and adjust their content accordingly. For more key findings,

Download the **2020 PAN Communications Content Fitness Report**



Back by popular demand! Due to the current marketing climate and recent events, this year's Content Fitness Report dives into the impact the first half of the year had on 2H marketing plans. In fact, 75% of respondents reported the need to reconfigure their marketing strategy, plan or budget in the second half of the year. Would you agree? Download the report to learn from your marketing peers as we navigate planning versus agility.

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**New Look!
New Chapter!
Visit Our New Site.**



Q&A: Michael Brenner Talks Content and Virtual Events

We sat down with Michael Brenner to discuss how marketers should approach content and event strategies as they plan for the second half of the year.

[Develop a strong recovery marketing strategy with these best practices.](#)



Case Study: Client Leverages PR & Integrated Campaigns

For 8+ years, PAN has worked with CloudBees to develop, amplify and assess its omni-channel content strategy – and here are the impactful results.

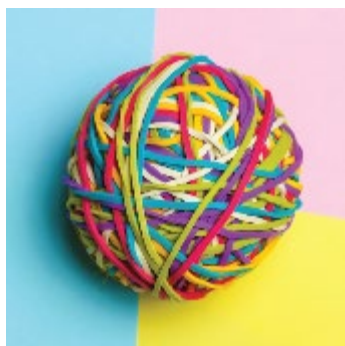
[Discover how combining IM&PR can take your brand to the next level.](#)



A Message of Support From Our CEO About Diversity & Inclusion

Philip A. Nardone Jr. shares the actions that PAN is taking to support the #BlackLivesMatter movement and better diversify the PR industry.

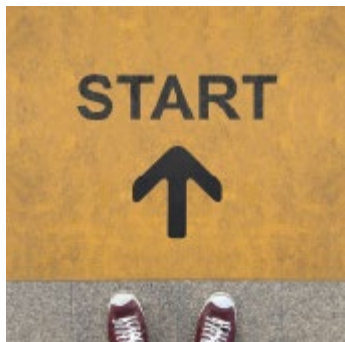
[Learn more](#)



How to Do Diverse and Inclusive Content Marketing that Matters

Content Marketing Institute shares tips for how marketers can play a role in helping achieve real diversity and inclusion.

[Learn more](#)



5 Steps Companies Should Take to Create More Inclusive & Diverse Teams

This *Business Insider* article emphasizes that every brand's commitment to equity should be a marathon, not a sprint.

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