

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

### How Employee Advocacy Can Impact Every Department

Empower Your Employees to Empower Your Brand



[DOWNLOAD OUR GUIDE TO EMPLOYEE ADVOCACY AND BRAND ELEVATION](#)

Now is the time to kick off a recovery marketing strategy, and your employees should be front and center. Employee advocacy is an effective method for building trust with your various audiences at little to no cost, and it promotes a sense of unity and passion across your brand. But don't just take our word for it – this guide is filled with data that showcases the impact of employee advocacy on marketing, sales and overall business objectives.

[Download Now](#)

An employee advocacy program can drive **16% better win rates** and deliver **48% larger deals**.



#### Start-Up Kit: How Creativity Drives Success in a Downturn

A framework that offers guidance to emerging growth brands on how to strategically allocate marketing spend when budgets and resources run thin.

[Find out why our NXT Stage program is your new marketing lifeline.](#)



#### PR's Place in the World of Virtual Events

Face-to-face events are on hold for the foreseeable future. Learn how to leverage a virtual events strategy that drives awareness and revenue for your brand.

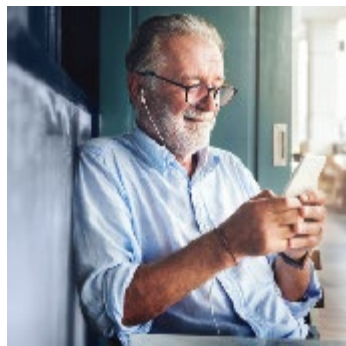
[Learn how marketing & PR efforts can support your new events strategy.](#)



#### Four Ways CRE Can Make a Difference in a Recession

Clean tech client Carbon Lighthouse shares how investing in energy efficiency can generate savings for business owners as we enter the recovery phase.

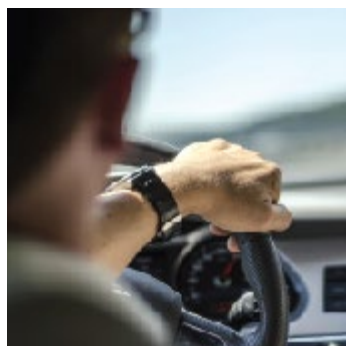
[Learn more](#)



#### How athenahealth's EHR FaceTime is Helping to Fight COVID-19

A recently launched Apple FaceTime integration within the athenaOne mobile app enables providers to initiate a video call with patients directly within the app.

[Learn more](#)



#### Admiral to Give Car Insurance Refunds Over Coronavirus Lockdown

Pay-per-mile car insurance client By Miles advocates for drivers who are seeking refunds during the stay-at-home order.

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