

# COVID-19 SUPPORT SERVICES

## HOW WE CAN SUPPORT YOU

In these challenging times, our first priorities are the wellbeing of our people, our clients and the communities they serve. As the situation unfolds and we find ourselves far from business as usual, we have a number of services that our clients are finding helpful in navigating uncertain terrain.

### REAL TIME SITUATION ANALYSIS

Tailored monitoring and analysis reports to help your business to stay up-to-date and inform your operational decisions. Driven by multi-language capabilities, our team can provide ad-hoc reports on trends, industry insights, or share ongoing daily incident alerts and news breakthroughs in real-time.

#### Policy and Guidance

We continuously monitor the latest policy and guidance from the EU institutions, the Belgian government, international health bodies, and other expert NGOs. We can provide this intelligence in real time to help inform your company policy, external position, messages for staff, customers, and suppliers.

#### Media Conversation Analysis

We can support you in monitoring and analysing the wider media conversation as it relates to COVID-19, or specific issues relative to your sector or brand, such as travel disruption, pharmaceutical challenges, or food security. Our analyses use artificial intelligence and natural language processing to identify key themes and topics, and how they are evolving over time. We can also identify those themes with are small but scaling rapidly to help businesses stay ahead of the conversation. We can track top performing content and identify the most relevant and credible voices in the conversation.

#### Brand Perception Analysis

In addition, we can analyse in detail individual brand perception, identifying share of conversation, sentiment, key themes and voices. These analyses can not only help shape media and social media strategy but provide the wider business with real time intelligence to inform timely action and decision making.

We can offer these analyses in a time frame and a cadence that meets your needs best-from daily reporting to weekly digests to multiple daily reports for maximum responsiveness.

### ISSUES AND CRISIS RESPONSE

Weber Shandwick's multi-disciplinary team has extensive experience in helping clients navigate volatile and complex environments. As the COVID-19 outbreak develops, we are on standby to support you with overcoming communications challenges, identifying opportunities, and reacting to the issue as it impacts your business.

#### Senior Strategic Counsel

Our senior counsel is instantly available to support your executive team in communications decisions, risk evaluation and response preparedness for the business.

#### Crisis Preparedness and Scenario Planning

Our team is able to assist in the creation of a scenarios plan for your communications activity on potential issues relevant to COVID-19. This includes providing recommendations on proactive/ reactive media activity should the need arise. We are also able to run crisis simulations for your senior team using our proprietary Firebell simulation technology.

#### Crafting statements and media training

We can assist with the assessment of what COVID-19 holding statements you may need as relevant to potential containment actions, internal processes, business impact or other possible scenarios, customised by your key audiences. A clear process for activation against potential scenarios will be developed alongside these statements. In addition, we have extensive experience in providing media training to senior personnel called upon to address the media on complex or challenging issues.

#### Brand Safety

It is tempting (and often powerful) in a crisis to be seen to act swiftly-our brand safety methodology helps businesses working at pace to think through any unforeseen consequences or media pitfalls of well intentioned actions and modify or prepare accordingly.

#### 24/7 On-call Service

We are available on an immediate and 24/7 basis to provide strategic counsel and support.

## CONTACT



**Mónica Vicente Cristina**  
Managing Director, Brussels  
+32 (0) 472 39 06 01  
[MVicenteCristina@webershandwick.com](mailto:MVicenteCristina@webershandwick.com)



**Erik Lenaers**  
Director, Belgian Market Lead  
+32 (0) 485 96 00 63  
[elenaers@webershandwick.com](mailto:elenaers@webershandwick.com)



**Isabelle Pilar Coppens**  
Associate Director, Corporate Communications  
and Business Issues  
+32 (0) 478 43 05 35  
[icoppens@webershandwick.com](mailto:icoppens@webershandwick.com)

# COVID-19 SUPPORT SERVICES

## HOW WE CAN SUPPORT YOU

In these challenging times, our first priorities are the wellbeing of our people, our clients and the communities they serve. As the situation unfolds and we find ourselves far from business as usual, we have a number of services that our clients are finding helpful in navigating uncertain terrain.

### VIRTUAL COMMUNITY

#### Remote conferencing

Our Conference+ system provides state of the art virtual conferencing to enable companies to come together even while apart. Teams can watch in real time, or as time zone appropriate. Speakers from around the world can come together in a single speech or panel. Participants can join in via chat or live polling to add a richness and interactivity even real world events sometimes lack.

#### Live Streaming

From our start of the art studio we have extensive experience in streaming premium quality, real time content for brands and broadcasters. With real time editing, broadcast quality sound and lighting and 360 filming capability we are adept at broadcasting everything from speeches to panel events, podcasts, vodcasts and interactive Q&A sessions.

#### Rapid content creation

We are highly experienced in developing premium, platform specific social content at speed. We can help you get the right message to your internal teams and external stakeholders at a pace which responds to our ever changing environment.

### AGILE TECHNOLOGY

#### Chatbot expertise

Our team have a wealth of experience in building chatbot experiences for everything from customer service to automated community management to tackling disinformation to managing patient outcomes. We can help manage some of the high volumes of customer demand and social conversation overwhelming businesses right now.

#### Digital Health

Our healthcare teams work hand in glove with our designers and developers to deliver digital products, platforms and services that inform, engage and empower. We have significant experience in developing and bringing to market medically licensed products in the digital space.

#### Agile development and deployment

Remote working and social distancing are prompting many companies to rethink their business model, from offering virtual classes and concerts to completely retooling factories.

Meanwhile, society confronts new needs and concerns, from isolated elderly populations to kids home from school. Our Agile team of developers are experienced in developing quick and pragmatic solutions to both consumer and enterprise challenges, from behaviour change to knowledge sharing to social commerce.

### HEALTH EXPERTISE & ADVOCACY

#### Incite action and improve health outcomes

Our specialist healthcare teams have a huge wealth of experience engaging HCPs, advocacy groups and patient communities. Our health teams are grounded in science and bring a broad spectrum of experts to meet every client need. Our accredited teams across Europe, including global hubs in London, Geneva and Frankfurt, are made up of communications experts with diverse backgrounds including scientists, PhDs, physicians, journalists, patient engagement experts, digital, consumer health and public health specialists.

We support clients with in-market, multi-market and global campaigns in the areas of pharmaceutical and biotechnology, global health, consumer health, nutrition and medical technology and medical devices.

Core competencies include: Health policy initiatives, patient advocacy and advocacy group relations, HCP engagement and alliance building. Understandably, our teams also focus a lot on scientific and regulatory milestone communications, content creation for HCP and patient audiences, social strategy and content channel planning, corporate health communications, and crisis and issues preparedness.

### EMPLOYEE ENGAGEMENT

#### Navigating turbulence

Our specialist Employee Engagement team have helped company leaders successfully navigate change and complexity. We have experience in bringing teams together, shaping culture and driving adoption of new processes and technology.

## CONTACT



**Daniela Negri**  
Director, Healthcare  
+32 (0) 490 44 86 71  
[dnegri@webershandwick.com](mailto:dnegri@webershandwick.com)



**Stephen Jackson**  
Associate Director, Public Affairs  
+32 (0) 489 06 82 98  
[Stephen.Jackson@webershandwick.com](mailto:Stephen.Jackson@webershandwick.com)



**Christian Prior**  
Associate Director, Employee Engagement  
& Change Management  
+32 (0) 492 72 18 41  
[cprior@webershandwick.com](mailto:cprior@webershandwick.com)



**David Leavitt**  
Director, Head of Digital  
+32 (0) 492 07 60 90  
[dleavitt@webershandwick.com](mailto:dleavitt@webershandwick.com)