



# Empathetic Marketing: Cultivating Creativity and Connection in Times of Crisis

Sara Krueger

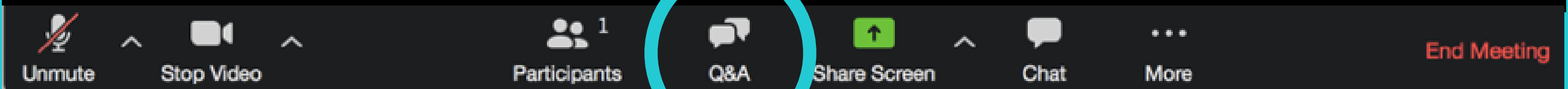
Director, Communications & Engagement

April 23, 2020

A photograph of a yellow door set in a dark wood wall. The door has a classic six-panel design and is framed by a yellow border. To the right of the door, a small lantern with a glowing light is mounted on the wall. The scene is captured in a slightly dim, atmospheric light. A semi-transparent black horizontal band is overlaid across the middle of the image, containing the word "welcome" in white lowercase letters.

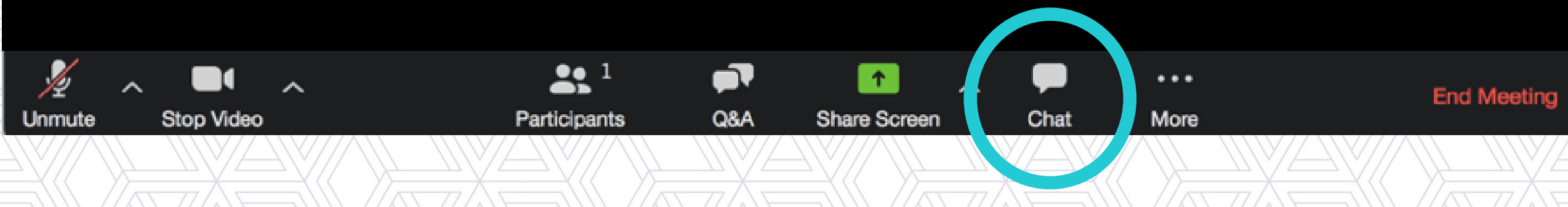
welcome

Ask questions of the presenters and moderators using the Q&A feature.



# Engage with all participants using the chat feature.

When the chat window pops open, it may default as sending only to “panelists” or “host.” To chat with everyone, toggle the drop-down to “All attendees + panelists.”







# introductions





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# Lindsay Gross

she, her, hers

Director, Facilitation Services

Certified ToP Facilitator

Mentor Trainer





EVENT  
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Sara Krueger

she, her, hers

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A close-up photograph of a hand with the index finger pointing directly at the viewer. The background is dark with numerous out-of-focus light spots in shades of yellow, white, and blue, creating a bokeh effect. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

**your turn**



# Introductions

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**In the chat box, share the following as a single post:**

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- What is your biggest COVID-19 marketing challenge?

Reminder! Check the chat box “To:” section and toggle it so that it sends your chat to “all attendees + panelists.”





housekeeping



# Housekeeping

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- We are recording today's webinar (1 – 2 p.m. ET)
- Don't worry, we can't see or hear you!
- We'll be sharing our resources with you (e.g., PPT, links)
- You're welcome to take screenshots
- Subscribe to our newsletter: **[eventgarde.com/subscribe](https://eventgarde.com/subscribe)**
- Follow us on social media: **Event Garde**



# agenda

A stack of books is shown in a shallow depth of field. A dark pen with a silver clip is resting on the top book. The background is blurred, showing a desk and a computer monitor. The word 'agenda' is written in a large, white, sans-serif font across the center of the image.



# Agenda

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- Charting Choppy Waters
- Creativity Sparks Solutions
- Overview of the C.A.R.E. Method
- Communicate
- Assess
- Respond
- Evolve
- SOAR: Break through the Barriers with Creativity



**DON'T PANIC**





**Creativity Sparks Solutions!**



# HOW TO C.A.R.E. IN CRISIS

**C**ommunicate

**A**ssess

**R**espond

**E**volve







communicate

# Communicate

- Identify Audience
- Share Relevant Information
- Personalize Messaging
- Embrace Collaboration
- Be a Connector
- Leverage Technology













A row of colorful human-shaped puzzle pieces (pink, yellow, green, blue, yellow, green) is arranged on a grey surface. The pieces are slightly out of focus, with the pink piece in the foreground being the most prominent. A semi-transparent dark grey horizontal bar is overlaid across the middle of the image, containing the word "assess" in white lowercase letters.

assess



# Assess

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- Redefine Success
- Mind Your Tone
- Monitor Frequency of Messaging
- Replace Imagery and Language











A wooden crate filled with various tools, including a red power drill, yellow-handled pliers, and a hammer. A black sign with the word "TOOLS" is attached to the front. A white teddy bear with a red ribbon is sitting next to the crate on a grassy lawn.

TOOLS



RESP



AND

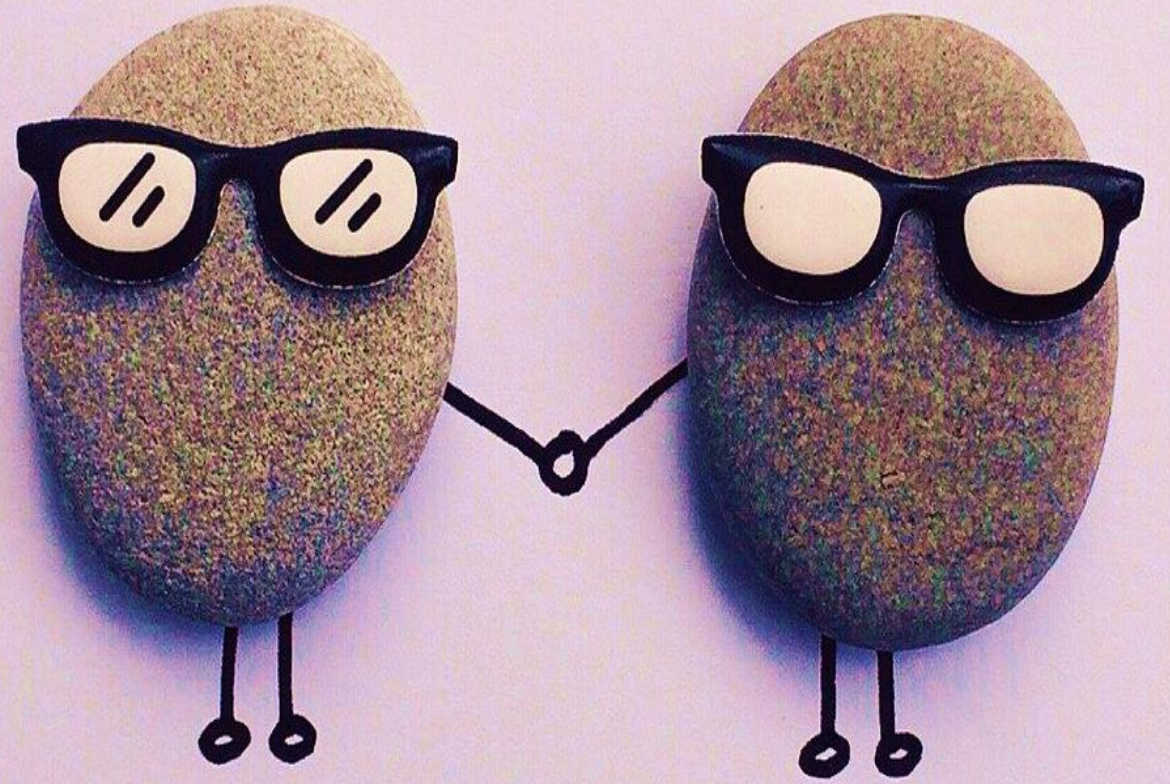


# Respond

- Listen to People's Needs
- Highlight How You Can Help
- Build Community
- Support Your Existing Audiences
- Let Your Brand Heart Guide You





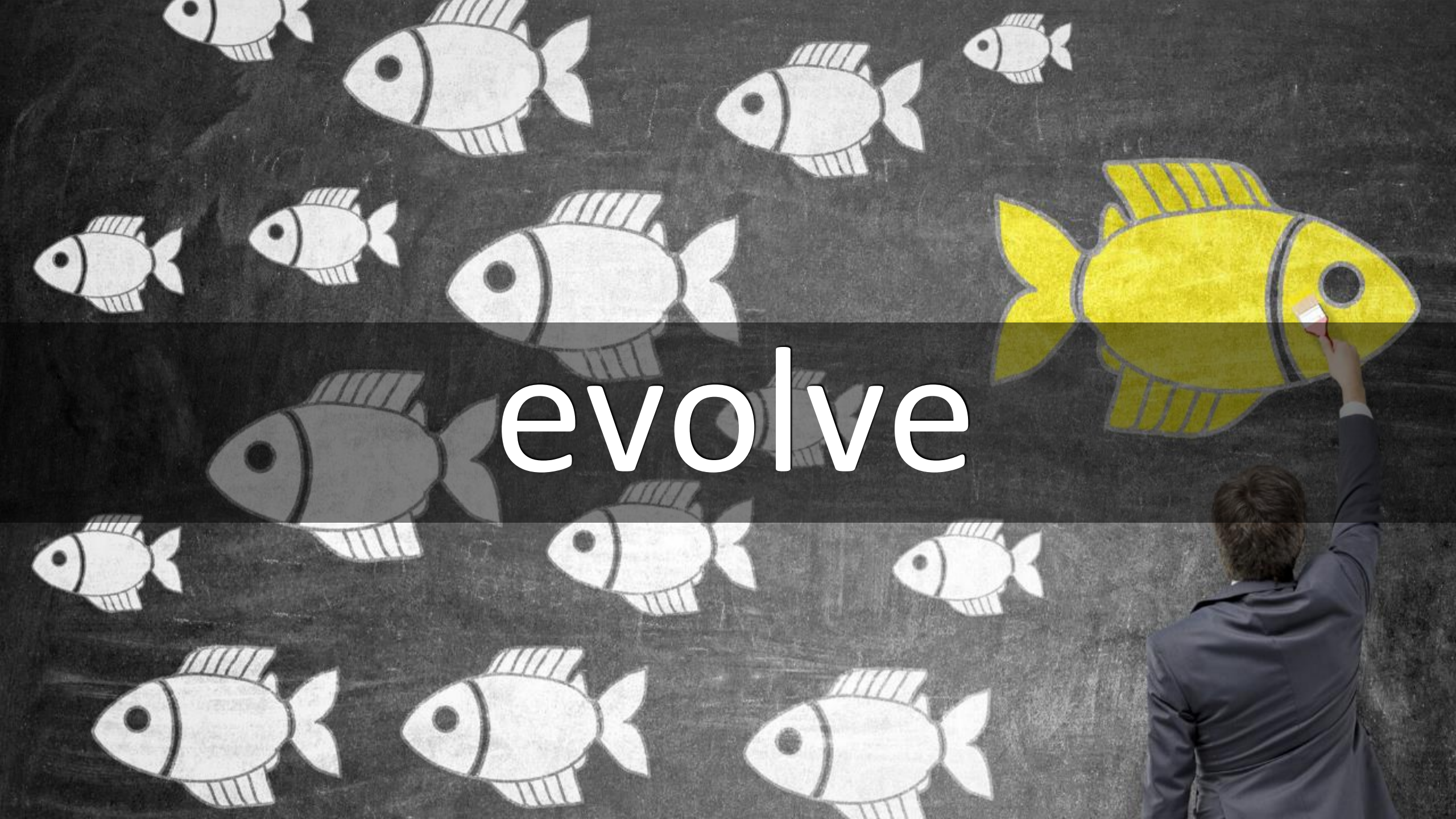








evolve



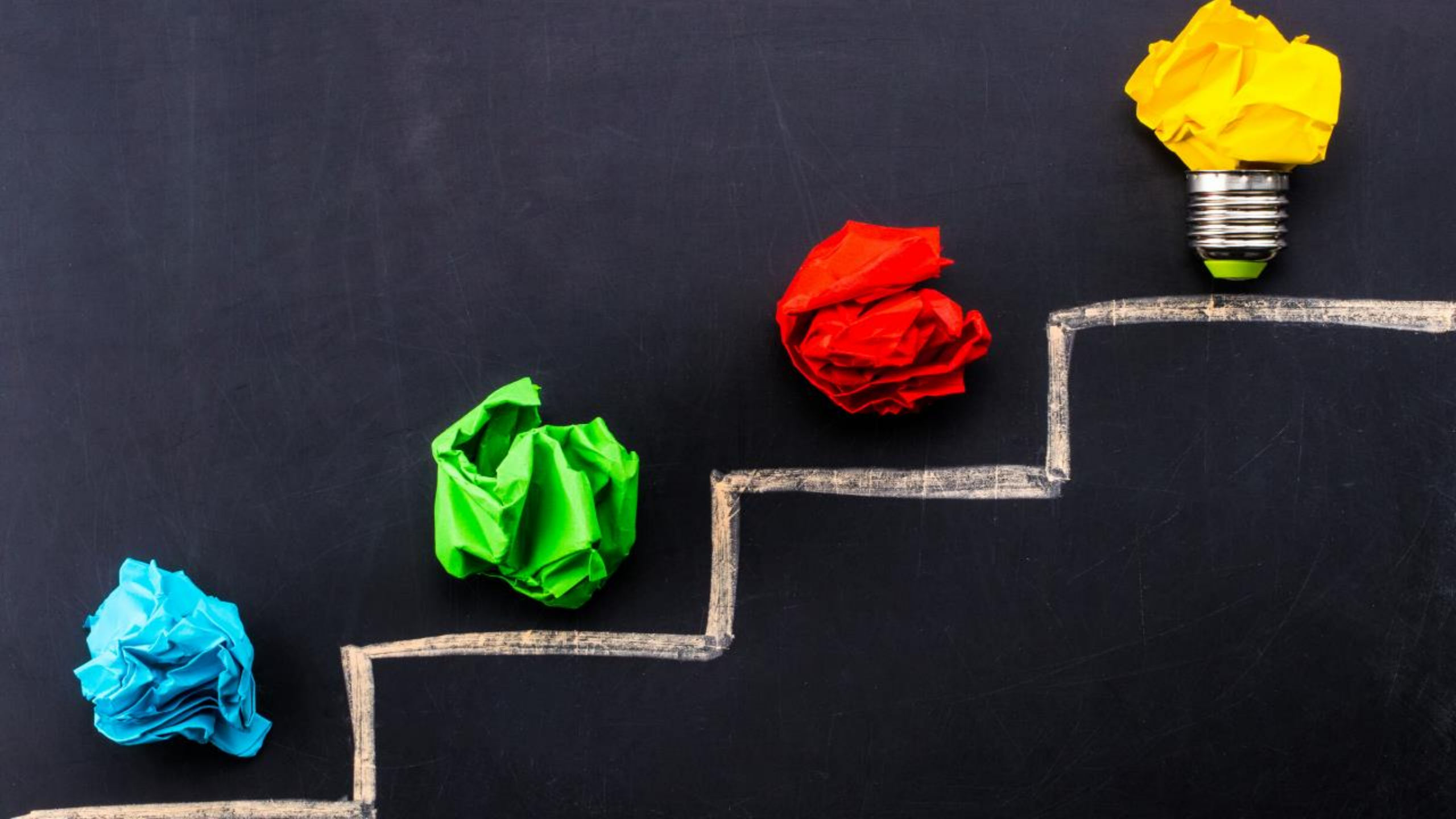




# Evolve

- Adjust Strategies
- Reallocate Budgets
- Explore Alternative Delivery Methods
- Optimize Digital Spaces
- Expand Online Services
- Invest in Social Media











**EMBRACE THIS NEW  
CHAPTER OF THE STORY.**



**YOU NEVER KNOW  
WHERE IT MAY LEAD!**



A young boy is depicted as a superhero, wearing a red mask, a blue suit, and a red cape. He is flying through a sky filled with white, fluffy clouds. Below the clouds, a patchwork landscape of green and brown fields is visible. The boy has a joyful expression with his mouth wide open, and he is pointing forward with his right hand. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the word "soar" in white lowercase letters.

soar





TIME TO

SHARE



# PUT ONE FOOT IN FRONT OF THE OTHER

---

- Who needs to be engaged/involved?
- What is holding you back?
- Where are you struggling?
- When can new opportunities arise?
- How can you change your approach?





**What are you  
overlooking?**



**Uncover hidden  
opportunities.**



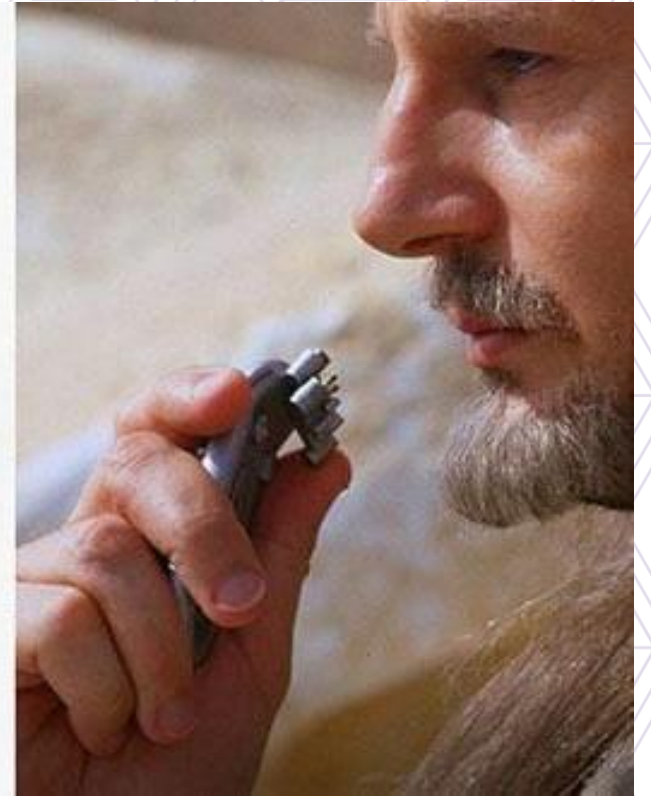
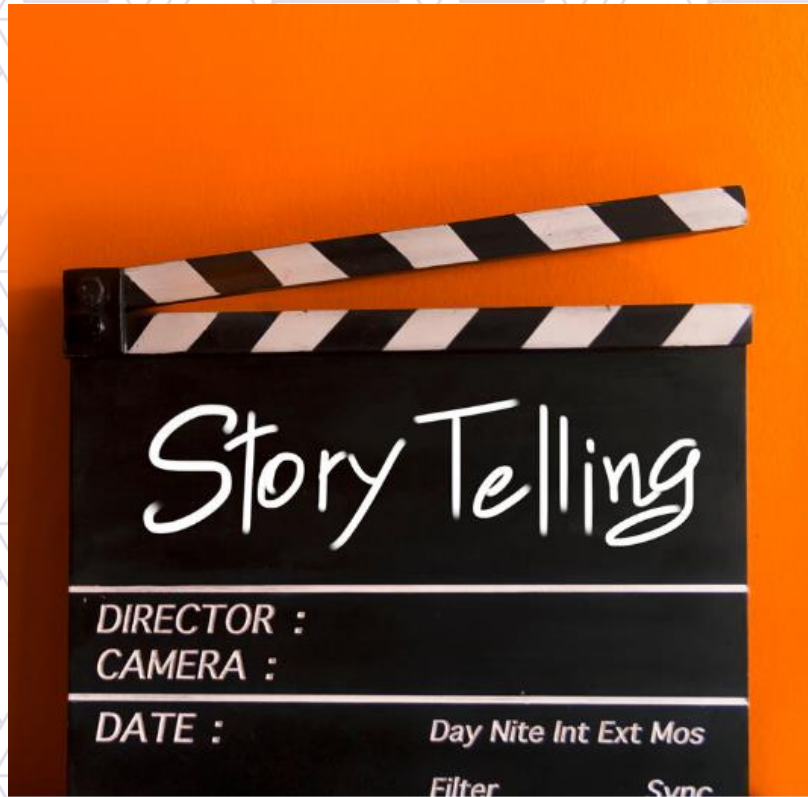


WHAT

IF?



# EXAMPLES



**Change  
your view**







**I'VE BECOME MORE LIKE WATER, I'M MORE RELAXED AND I'LL  
SAY, "OKAY, LET'S JUST COMPLETELY CHANGE IT AND DO IT  
THAT WAY."**

**~ TAIKA WAITITI**

**WISEFAMOUSQUOTES.COM**





q & a





**w r a p u p**



# Digital Resources

[eventgarde.com/news](https://eventgarde.com/news)

- Virtual Meeting Success Guide
- Telework Considerations Sample Checklist
- 25 Teambuilding Activities for a Remote Workforce
- Event Cancellation & Rebooking Sample Checklist



**Download our free  
COVID-19 guides &  
checklists.**



[EVENTGARDE.COM/NEWS](https://eventgarde.com/news)



# Free Webinars

[eventgarde.com/events](https://eventgarde.com/events)

## **Strengthening Customer Relationships During the COVID-19 Crisis**

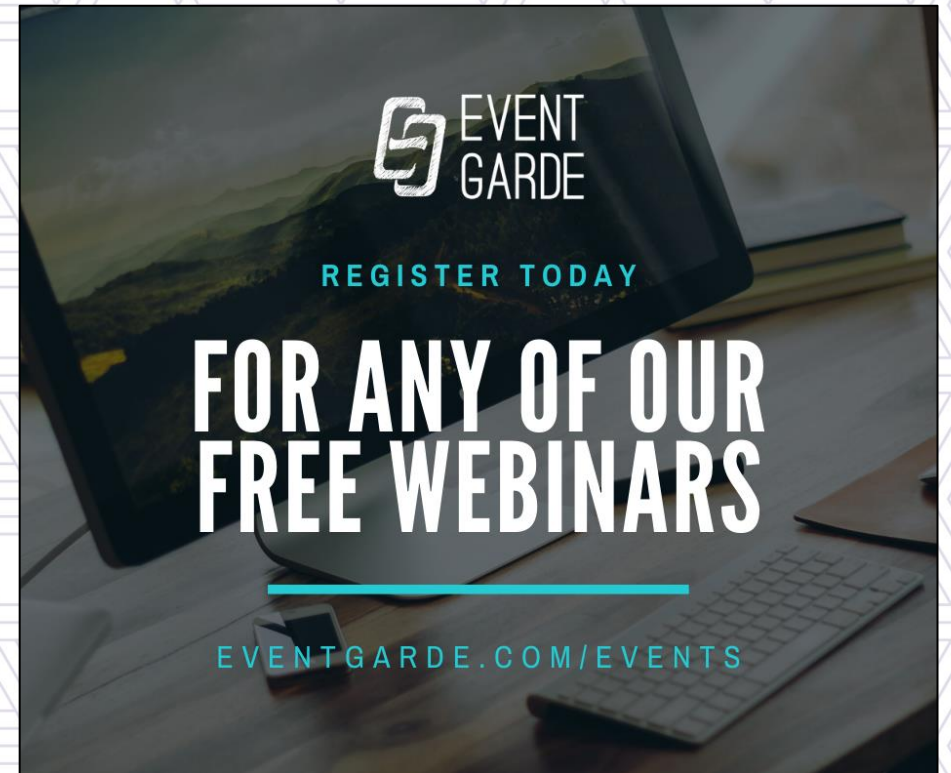
April 29, 1 p.m. ET

## **Virtual Hugs, Handshakes, and Self-Care Amidst COVID-19: Taking Care of Ourselves and Each Other**

April 30, 1 p.m. ET

## **HBA Live! Wellness Check**

May 1, 1 p.m. ET







thank you





[eventgarde.com/team](https://eventgarde.com/team)