

Webinar Chat from 'Marketing During a Crisis' - Held 22<sup>nd</sup> April 2020

1. 12:09:45 From Tracey West : Question: is it possible that you could act as a voice on behalf of our organisations - perhaps creating an Open Letter, talking about the problems we're facing collectively?

Hello Tracy, our intention is to do just that with the results we collect from our Survey. We will make full use of our National Bodies and Local Influence to share the message from the sector about what help it needs. We will also make sure that our response is targeted to the views, needs and opinions of our membership and wider subscribers here in Dorset.

2. 12:10:10 From Sue Waters : do you have any training on how linked in works please Sue, please get in touch directly and we can support you on a 1:1 basis

3. 12:11:31 From Chris Spackman : Set up a COVID group to help isolated people get food, but are adapting this to help people who will be hit hard by the economic issues facing us. this will mean rebranding. Wonder if anyone has any thoughts on how best to do this - maybe a national message ?

12:15:36 From Lyn Jeffrey : @Chris Spackman - the Inspire Dorset team @ DCA (Building Better Opportunities) is looking to set up a team challenge to develop a signposting service to county based support services for those in need.

Hi Chris, as we move forward, more and more of the messaging/support given from DCA will be about Recovery. One of the key parts to this will be ensuring that support that has been put in place, community cohesive action that has been carried out is both celebrated and enabled to continue. Feedback like this helps us to shape these conversations moving forward.

4. 12:13:38 From Julia Galbenu : Hello, I wanted to start giving webinars on the new project happening at Studland Bay known as Dynamic Dunescapes - all about restoring our sand dunes! Any tips on how to get an audience? And for webinar delivery?

Julia – would you like to get in touch for some 1:1 support – we can then discuss more about how you currently communicate and who you are communicating with.