

WHAT AND HOW TO COMMUNICATE WHEN THE WORLD IS IN MELTDOWN MODE



HOUSE KEEPING & MINDSET



TODAY'S THEMES

- **THEME 1:** WHAT DO PEOPLE WANT FROM SOCIAL MEDIA, BUSINESSES AND THE MEDIA RIGHT NOW?
- **THEME 2:** WHAT AND HOW SHOULD BUSINESSES BE COMMUNICATING RIGHT NOW?
- **THEME 3:** THE BEST AND WORST OF PR, MEDIA AND COMMUNICATIONS AT THIS MOMENT

TODAY'S EXPERTS & GUESTS



MIKE WOOTTON – HOST, MW AGENCY & BUSINESS IN BOARDIES FOUNDER

- DIGITAL MARKETING, ONLINE BUSINESS SPECIALIST
- GUEST LECTURER AT MASSEY UNIVERSITY
- LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/MIKE-WOOTTON/](https://www.linkedin.com/in/mike-wootton/)



KATHY CUNNINGHAM – DIRECTOR AND CEO OF EMPIRE PR

- **25 YEARS PRODUCING AWARD WINNING EVENTS AND PR CAMPAIGNS**
- **CO-WROTE THE INTEGRATED COMMUNICATIONS SYLLABUS FOR THIRD YEAR COMMS STUDENTS AT AUT**
- **IS ALSO AN EXECUTIVE JUDGE FOR NZ EVENT AWARDS BY NZEA**
- **LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/KATHY-CUNNINGHAM-NZUSA/](https://www.linkedin.com/in/kathy-cunningham-nzusa/)**



JANET WILSON – DEADLINE LTD

- FORMER JOURNALIST FOR 30 YEARS IN NZ, AUS AND UK
- BEFORE GOING TO THE DARK SIDE APPLYING HER TRADE IN PUBLIC RELATIONS
- FOCUSES ON MEDIA TRAINING AND CRISIS MANAGEMENT
- LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/JANET-WILSON-98A9A820/](https://www.linkedin.com/in/janet-wilson-98a9a820/)



USEFUL LINKS

- INTERESTING ARTICLE ABOUT GRIEF: [HTTPS://HBR.ORG/2020/03/THAT-DISCOMFORT-YOURE-FEELING-IS-GRIEF?UTM_SOURCE=FACEBOOK&UTM_CAMPAIGN=HBR&UTM_MEDIUM=SOCIAL&FBCLID=IWAR1EYIO28FUP4LWX7AP1G32EHXEXJ2NMBJ9JIFYEYB3ATX8CGTP8SHJTY7W](https://hbr.org/2020/03/that-discomfort-youre-feeling-is-grief?utm_source=facebook&utm_campaign=hbr&utm_medium=social&fbclid=IwAR1EYIO28FUP4LWX7AP1G32EHXEXJ2NMBJ9JIFYEYB3ATX8CGTP8SHJTY7W)
- VODAFONE EXAMPLE: [HTTPS://WWW.LINKEDIN.COM/POSTS/JASON-PARIS-3404565_BEKIND-STAYSAFE-STAYPOSITIVE-ACTIVITY-6649772716415115264-GTW9/](https://www.linkedin.com/posts/jason-paris-3404565_bekind-staysafe-staypositive-activity-6649772716415115264-gtw9/)
- AIR NZ EXAMPLE: [HTTPS://WWW.NZHERALD.CO.NZ/BUSINESS/NEWS/ARTICLE.CFM?C_ID=3&OBJECTID=12320479](https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12320479)
- TOKYO OLYMPICS EXAMPLE: [HTTPS://WWW.RNZ.CO.NZ/NEWS/COVID-19/412769/INSIDE-TOKYO-S-DECISION-TO-DELAY-THE-OLYMPICS](https://www.rnz.co.nz/news/covid-19/412769/inside-tokyo-s-decision-to-delay-the-olympics)

