

WEBINAR AGENDA

10:00 - 10:05 Introductory

- Antonija Hajman, Yachtmaster Group

10:05 - 10:25 Crisis Communication Management in the Yacht Charter Industry

- Selma Čmelik, Zona Plus

- How can strategic communication help the tourism / nautical sector? Should we keep quiet or talk about the problem?
- Practical examples of good and bad crisis communication in tourism & nautical sector

10:25 - 10:45 External Crisis Communication

- Aleksandra Kolarić, Quadrans

- Media relations and public speaking during the crisis
- 10 Golden Crisis Communication Rules

10:45 - 11:05 Communication with Stakeholders and Employees

- Sandra Koroljević, Hauska & Partner

- Communication with stakeholders (customers, partners, suppliers)
- Internal crisis communication: How, with whom, and how often should we communicate? How to calm, encourage and motivate employees?

11:05 - 11:25 Crisis Communication on Social Media

- Paula Bračko, Kontra Agency

- How to send a good and appropriate message while encouraging the use of vacations during the coming season? Maistra example

11:25 - 11:45 Advertising in The Time of Crisis

- Filip Šinko Morandini, XAIPE Morandini

- Google Adwords Advertising
- Should marketing campaigns be paused during the COVID-19 crisis? What can you lose by pausing marketing campaigns? What is gained by running campaigns during and after the crisis?

11:45 - 11:50 Announcing ICE 20

- Tino Prosenik, Yachtmaster Group

11:50 - 12:30 Panel Discussion

