

Adapting Digital Presence During COVID-19



A no-charge PRSA event for all communicators

This pandemic has changed how we do business, and some changes will be permanent. Are you keeping pace?

Jessica Schumacher will lead a discussion about how we digitally message to employees and customers, and the long-term implications social distancing will have on our social media and digital footprints.

We'll chat about:

- *How coronavirus is changing customer expectations, and what this new accountability will mean to our businesses*
 - *Online messages and tactics that we can employ now to keep our audience and grow user engagements*
 - *Prioritizing digital campaigns on a limited budget*



Jessica Schumacher

Jess is the digital sales & marketing leader at Focal Point, a creative digital and brand marketing firm based in Kennewick. She creates and executes multi-level marketing plans for a diverse client base throughout the Northwest.

The Minnesota native is a true jack-of-all-trades, dabbling in everything from graphic and web design to social media and digital marketing.

Prior to Focal Point, Jess owned her own graphic design business, and worked as an advertising and marketing director and consultant in Idaho and North Dakota.

**Let's
reconnect!**

NO CHARGE

This Thursday

April 23, 2020

Noon – 12:45 pm

Stay home and Zoom in at
<https://zoom.us/j/8198594526>

Meeting ID or Questions:
Contact Mike Paoli at
509-713-4950.

Bring your own
COVID-19 PR
solutions and
strategies to this
roundtable.

Mid-Columbia Chapter

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