

SHIFTING PANDEMIC COMMUNICATION: IMPACTS & CONSIDERATIONS FOR CUS

Covid 19 has presented credit unions with unprecedented challenges. While the long-term outlook is still uncertain, organizations have to adapt to new, sometimes unknown challenges such as economic disruption, social distancing and health implications that can affect operations, marketing and communications. As we continue to modify our approaches, one thing remains the same – effective communication has never been more critical.

This NCUL webinar series examines credit union communication best practices, affordable marketing channels possibilities and effective solutions for reaching audiences – now and in the future – helping you proactively prepare for what is to come.

December 8 | Short-Term Impacts & Considerations: In the thick of it 10am – 11am CST [REGISTER](#)

For credit unions, the challenge of Covid 19 has affected internal, external and community audiences. Strong communication skills can create trust, increase productivity and performance and increase morale and commitment. To help all audiences through times of uncertainty, credit unions have an opportunity to express thoughtful and responsible messages that can not only be of comfort to others but can help set a positive tone for future growth.

December 9 | Medium-Term Impacts & Considerations: Return to normal 10am – 11am CST [REGISTER](#)

Strategies are often set during the best of times and with the best intentions, but plans are truly tested under uncertainty or crises and limited resources. How has your strategy held up to the new reality currently unfolding before us? Covid 19 requires credit unions to review their process and adjust for new and changing market conditions and changing emotional consumer needs. We'll walk you through some of these strategies and business models and help you apply them to your credit union.

December 10 | Long-Term Impacts & Considerations: Covid is a memory 10am – 11am CST [REGISTER](#)

The changing landscape of the pandemic has radically changed consumer behavior. These rapid shifts have critical implications for community-oriented credit unions. Because many of the longer-term changes are still being formed, credit unions have an opportunity, if you act now, to help shape the next normal. Understanding which changes are likely to stick will help credit unions plan for the recovery.

3 PART SERIES

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DECEMBER 8, 9, & 10

REGISTRATION

Each link is listed in original email. Upon registering, attendee will receive the Zoom session link.

\$30 per session, per connection
***Attendees will be billed after the series.*

About Your Presenter:

Randa Zalman, *President & CEO*
Insurance Marketing Institute

Having worked at in-house marketing departments and agencies, Randa is an expert in managing projects that incorporate and blend a wide variety of business disciplines, including branding, media, print, digital and public relations. She is an associate professor and volunteer mentor for the Bellevue University Pratt Entrepreneurial Program and, for more than a decade, has hosted a popular monthly webinar series, *Social Media Saturdays*. She has a bachelor's degree from the University of Nebraska – Lincoln in Communication Studies and Public Relations and a Master of Arts in Communication Studies from the University of Nebraska - Omaha. She is currently engaged in doctoral studies.

Questions???

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