# NAVIGATING THROUGH #COVID19
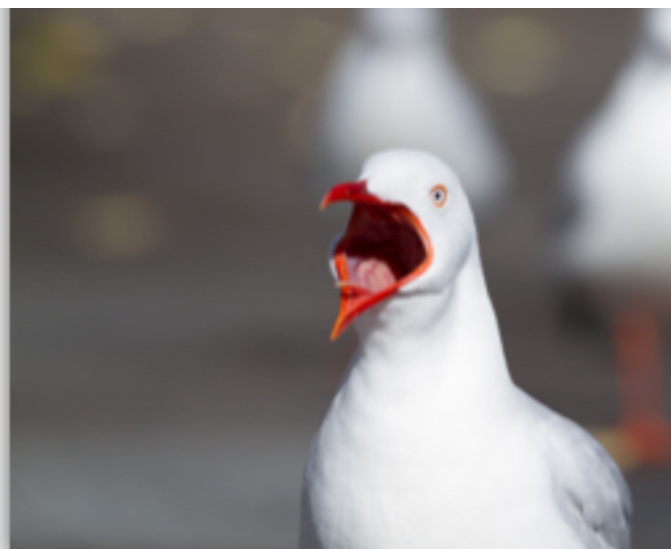
The Role of Marcomms in WACREN

Kwaku Effah Amponsah
Communication & Marketing Officer
WACREN

COVID-19 came as
a surprise to the
whole world!

# Journey to WACREN 2020

| AUG 2019 | DEC 2019 | JAN 2020 | FEB 2020 | MARCH 2020 |
|----------|----------|----------|----------|------------|
| **IN THE BEGINNING** | **IN THE PUBLIC DOMAIN** | **JOURNEY CONTINUES** | **GETTING READY** | **ALMOST READY** |
| • LOC created | • Publicity starts with CFP | • Publicity increases | • Registration starts | • Website ready |

- Initial discussion commences
- Maiden venue visit done
- Sponsorship
- Final venue visits
- Invitation letters
- Event host ready
- Video ready
- Participants registered

# Just before COVID-19

666 Tweets

**WACREN** @WACREN · Feb 4

The REN world will gather in the WACREN region in lively, lovely #Cotonou for #WACREN2020 in March. Are you ready? 🎉 @AC3_News @europeaid @EU_Commission @GEANTnews @ASRENorg @UbuntuNet @adnbenin



Erik Huizer and 9 others

💬 1    🔁 14    ❤️ 31

**WACREN** @WACREN · Feb 4

Le monde des REN se réunira dans la région de WACREN en mars dans la belle ville animée de Cotonou. Êtes-vous prêts? 🚀 @numeriquebenin @EIFLnet @DOAJplus @AfLIACon @openscience @REANNZ @Research2Action @AASOpenRes

**WACREN** @WACREN · Feb 19

Publishers, researchers et al. Missing this is just like missing your favourite meal ☕😃 Let's ✈️ to 🇧🇯 for #WACREN2020. @ASRENorg @UbuntuNet @AC3_News @adnbenin

EIFL @EIFLnet · Feb 19

Workshop on co-designing collaborative free & open source #openaccess publishing infrastructures!

Publishers, researchers & tool builders are invited to this workshop in Cotonou, #Benin, 17/3/20 @WACREN Conference with @CokoFoundation & @EIFLnet

bit.ly/OAWShBen

WACREN

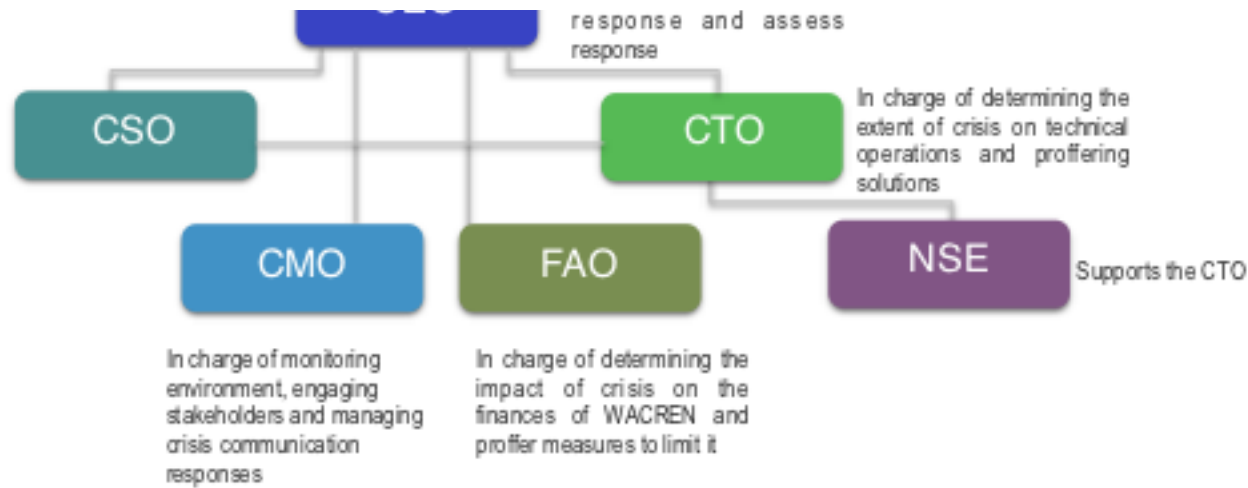Coko    eifl

# Participants from across the world

CANADA

USA

EUROPE

...then Coronavirus struck!

# Crisis Management Team & Roles

**CEO** — In charge of leading the team to assess crisis, plan

In charge of assessing

In charge of assessing the impact of the crisis on the WACREN operations and business continuity and proffering solutions. CSO works with CTO to deploy distance learning and working solutions

response and assess response

**CSO**

**CTO**

In charge of determining the extent of crisis on technical operations and proffering solutions

**CMO**

**FAO**

**NSE**

Supports the CTO

In charge of monitoring environment, engaging stakeholders and managing crisis communication responses

In charge of determining the impact of crisis on the finances of WACREN and proffer measures to limit it

# WACREN's Response Model

MONITOR  DISCUSS  ENGAGE  COMMUNICATE  FEEDBACK

# Priority of Communication

Our priority was to safeguard the safety
and health of our registered participants
and invited guests

# Goal

Our main goal was to minimise the effects of the postponement on sponsors, registered participants and invited guests.
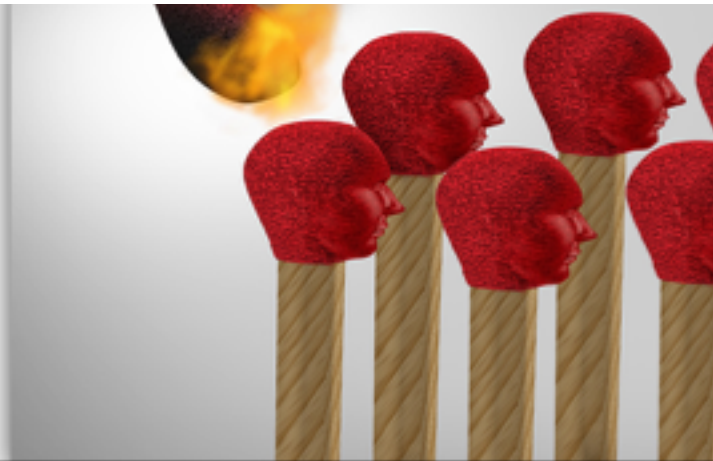
# Impact on WACREN

- Staff work from home

- Cancellation of *tnc20* will adversely affect some AC3 activities and deliverables
- Travel restrictions

## Helping NRENs to navigate the times

- WACREN will be engaging NRENs to assess the impact of COVID-19 on their operations

- WACREN has relayed electronic resources on crisis management, online learning management systems, and other webinars to NRENs to study and apply to

## Helping NRENs to navigate the times

Through the resources, WACREN is
helping NRENs to reposition and adjust
to the situation.

**After COVID-19…**

- WACREN will measure the overall impact on its operations and that of NRENs
- WACREN will surely give more weight to crisis management in its strategy and will assist its Members

**THANK YOU**