



NAVIGATING THROUGH #COVID19

The Role of Marcomms in WACREN

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



Journey to WACREN 2020



- 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 @europaid @EU_Commission @GEANTNews @ASQINorg @UbuntuNet @adibbenin



Erik Huber and 9 others



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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 @EFLnet @DOAJplus @AALIACom @opencscience @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 @ednbenin

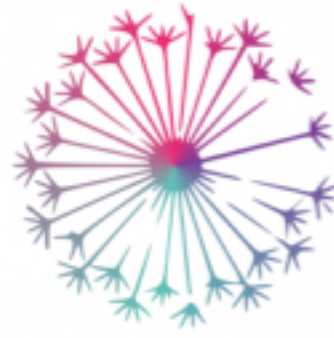


 EIFL @EIFLnet · Feb 19

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



EIFL

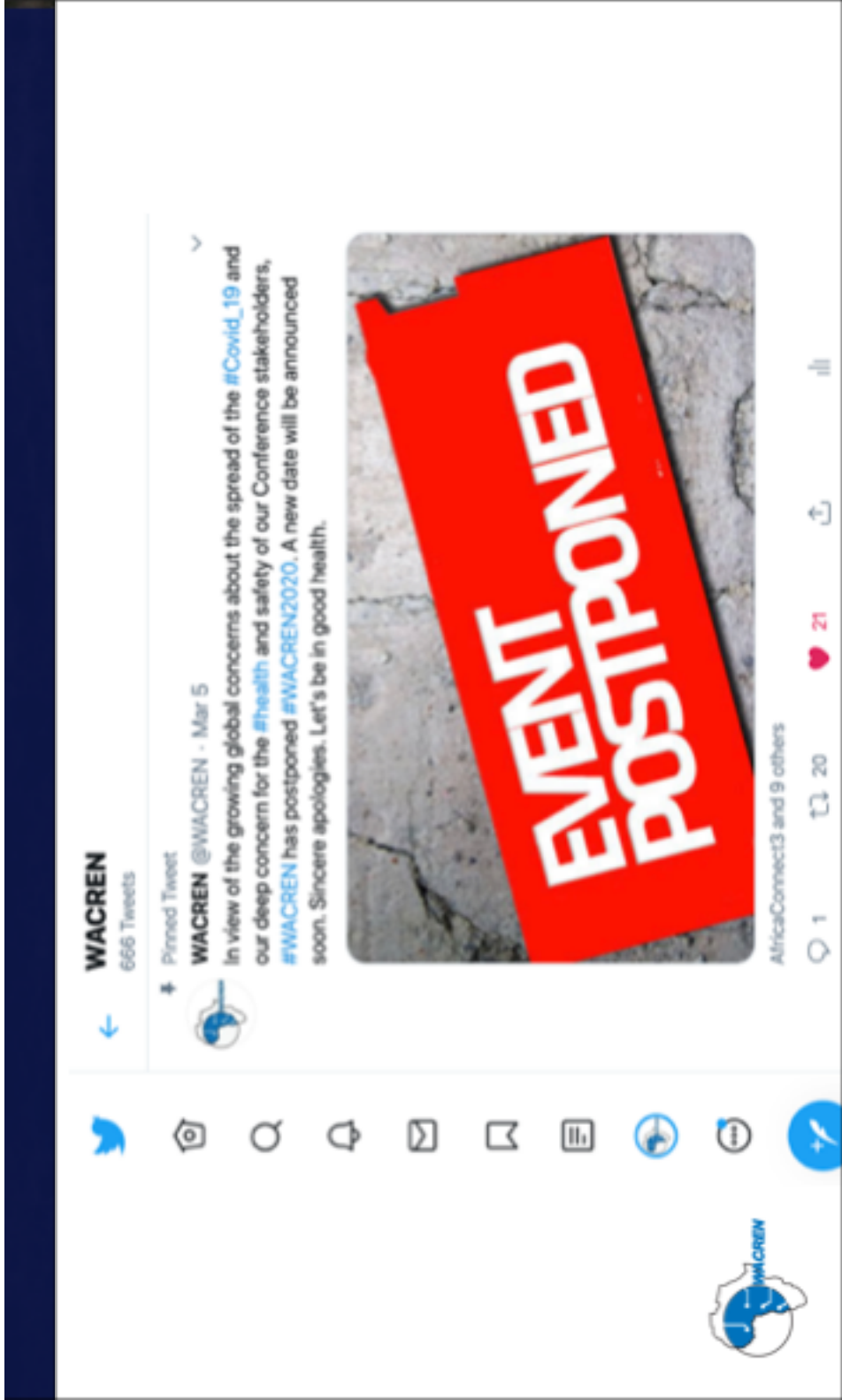


Participants from across the world





...then Coronavirus struck!



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Crisis Management Team & Roles

In charge of leading the team to assess crisis, plan



is 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



WACREN's Response Model





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.

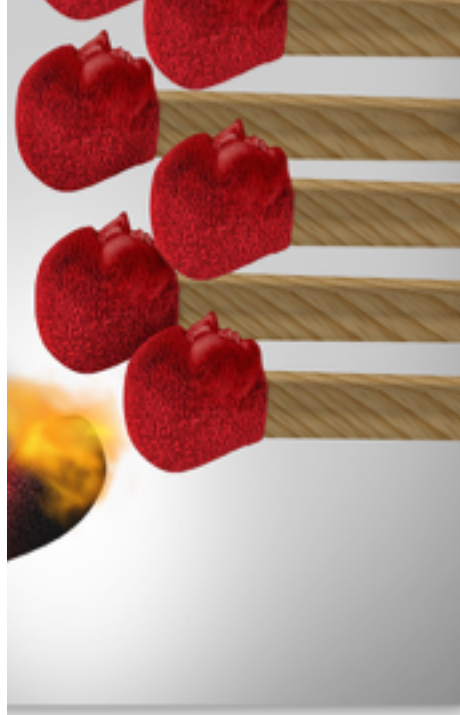


Impact on WACREN

- 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



