



# Belnet : Covid Crisis Management & Communication

Introduction



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# Belnet Covid Crisis Management : situation



- BCM has the lead
- Internal communication > External communication
- VIP customers (critical infrastructures during crisis)
- Growing importance of also being the national IX



# Belnet MarCom's Covid Crisis Communication



- Global & strategic : PR
- Specific : Website
- Targeted : Mailings
- Challenge : avoid over-communication
- Opportunity : show our importance as a NREN to our stakeholder





**Belnet**  
dedicated connectivity



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