



NAVIGATING THROUGH #COVID19

The Role of Marcomms in WACREN

Kwaku Effah Amponsah

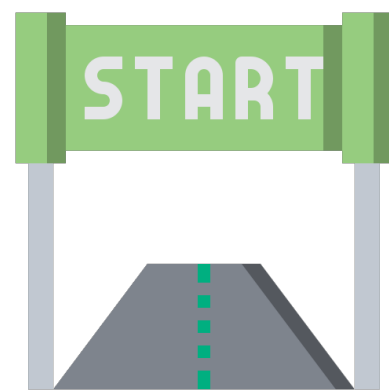
Communication & Marketing Officer

WACREN

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



Journey to WACREN 2020



AUG 2019

IN THE BEGINNING

- LOC created
- Initial discussion commences



DEC 2019

IN THE PUBLIC DOMAIN

- Publicity starts with CFP
- Maiden venue visit done



JAN 2020

JOURNEY CONTINUES

- Publicity increases
- Sponsorship



FEB 2020

GETTING READY

- Registration starts
- Final venue visits
- Invitation letters



MARCH 2020

ALMOST READY

- Website ready
- 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



Coko



eifl



Participants from across the world



...then Coronavirus struck!



WACREN

666 Tweets

Pinned Tweet



WACREN @WACREN · Mar 5

In view of the growing global concerns about the spread of the [#Covid_19](#) and our deep concern for the [#health](#) and safety of our Conference stakeholders, [#WACREN](#) has postponed [#WACREN2020](#). A new date will be announced soon. Sincere apologies. Let's be in good health.



AfricaConnect3 and 9 others

1

20

21



Crisis Management Team & Roles

In charge of leading the team to assess crisis, plan response and assess response

CEO

EXA

CSO

CTO

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

CMO

FAO

NSE

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

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

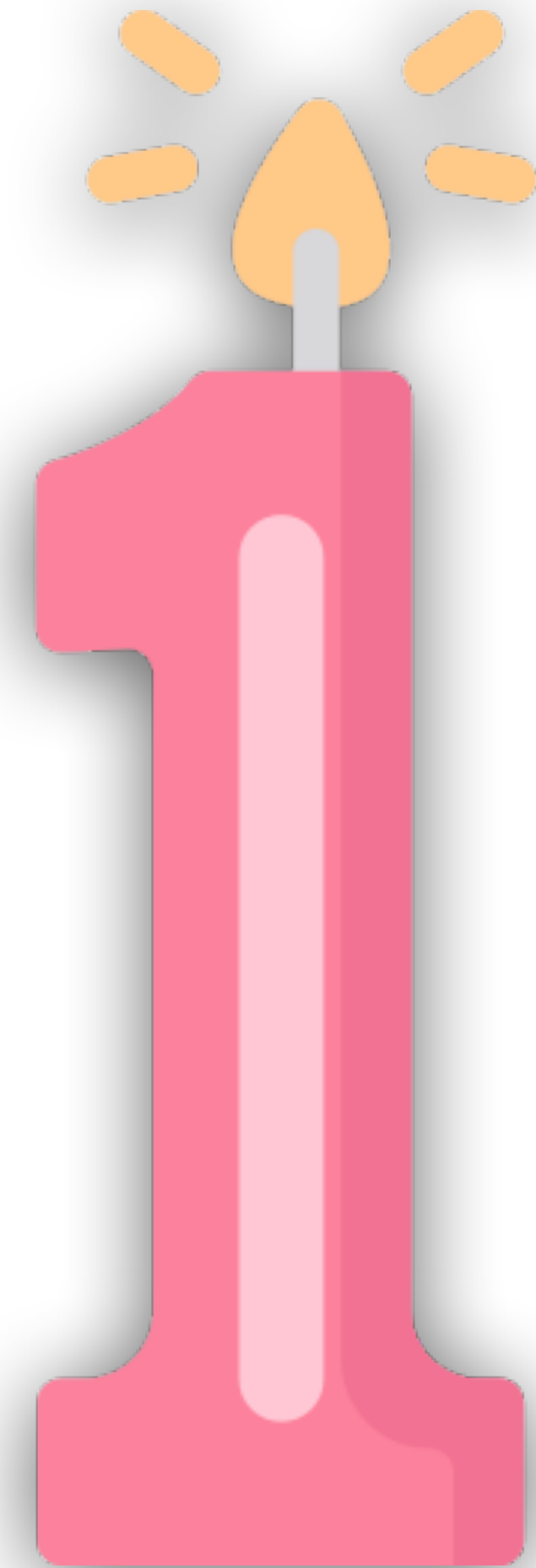


WACREN's Response Model



Priority of Communication

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



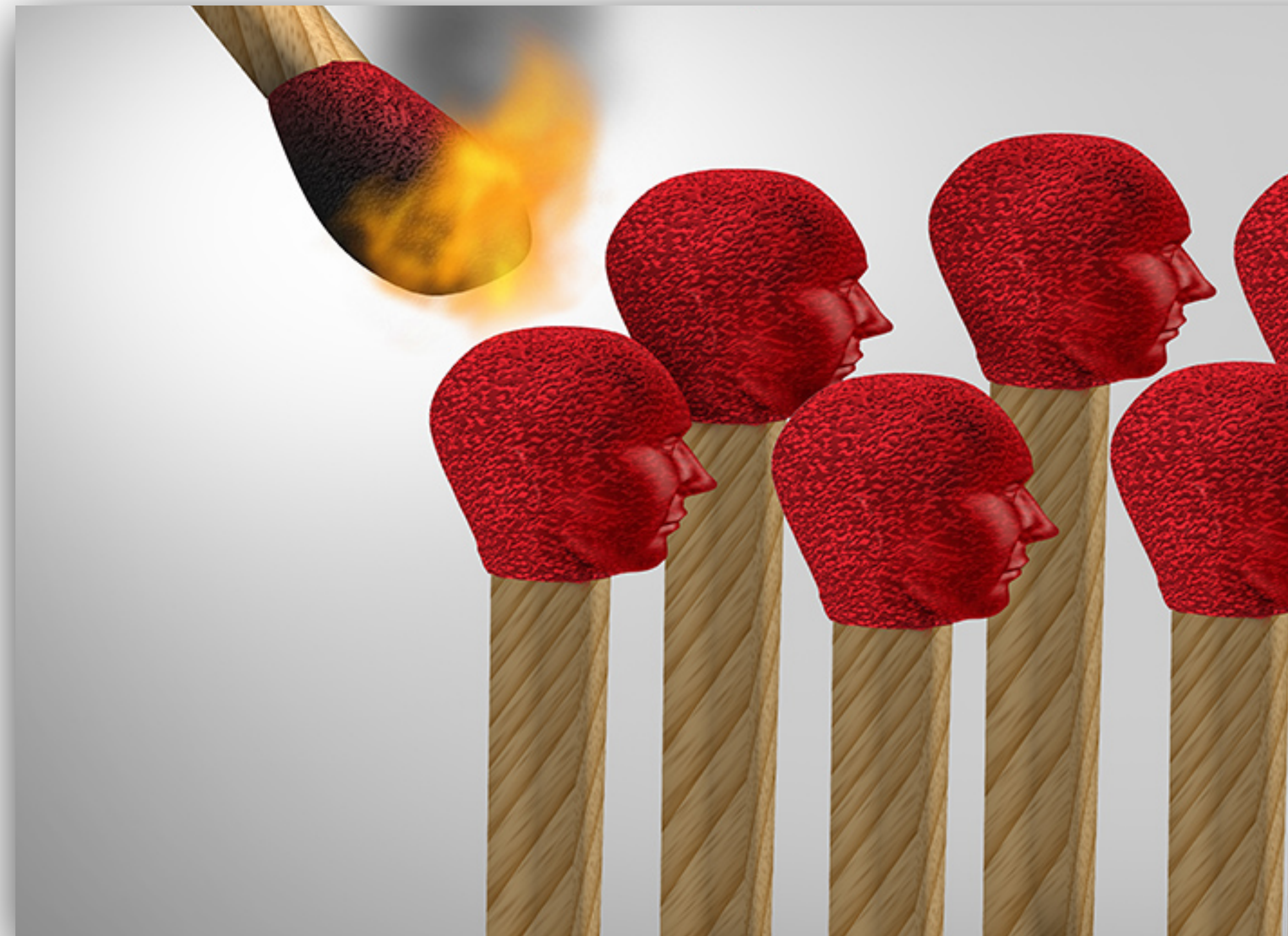


Goal

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