



Original Equipment Suppliers Association

AGENDA

Communication Executives Council Meeting

November 18, 2020

Zoom Meeting

12:50 p.m. Participants Sign On • 1 p.m. Program Begins

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| 12:50 p.m. | Participants Sign On |
| 1 p.m. | Welcome, Upcoming OESA Activities
Jeff Laskowski , Senior Manager, Communications, OESA |
| 1:05 p.m. | How Auto Supplier Media Relations Has Changed Amidst COVID
Jessica Muzik , APR, Vice President – Account Service,
Bianchi Public Relations |
| 1:50 p.m. | The New Communications Landscape in a Post-COVID World
Katelyn Davis , Director, Lambert & Co. |
| 2:40 p.m. | Stretch/Networking Break |
| 3 p.m. | Council Survey Results and Roundtable
Jeff Laskowski , Senior Manager, Communications, OESA |
| 4 p.m. | Meeting Adjourns |

2021 CEC Dates:

Feb. 3, 2021 (Joint with APRC)

April 21, 2021

July 22, 2021 (Joint with APRC and MarComm Summit)

Nov. 17, 2021