



Original Equipment Suppliers Association

AGENDA

Communication Executives Council / Automotive Public Relations Council Meeting April 23, 2020 Webinar

11 a.m. Welcome, Upcoming OESA Activities, Introductions
April Buford, Senior Director, Communications, OESA

11:05 a.m. Facilitated Discussion on Strategic Communications Amid a Global Crisis
Tina Kozak, President, Franco
Tina Benvenuti Sullivan, Executive Vice President and COO, Franco

As automakers and suppliers contemplate ramping up production under new conditions, it is critical to assess, evaluate and adjust communications to clearly define this “new normal.” Strategic communications addressing *who* are our audiences, *what* is our message, *how*, *when* and *where* we will communicate can make the difference for a smooth transition.

Franco President **Tina Kozak**, and COO **Tina Sullivan** will lead a facilitated discussion on strategic communications amid a global crisis including:

- How will we communicate new messages and protocols about safety?
- How will we prioritize and disseminate messaging within the manufacturing environment with fewer group meetings?
- How do we convey operational success externally to instill customer confidence without negative implications?

12 p.m. Meeting Adjourns

2020 Council Dates:

APRC

July 22 – Joint APRC/CEC + MarComm Summit
Oct. 7 – APRC Meeting

CEC

July 22 (joint with APRC/MarComm Summit
November 18