

Free Video Package - Corona Crisis Communications

Communicating is key for guiding your stakeholders through in a crisis and uncertain times.

At Yuzer Group we feel responsible to act as responsible corporate citizens and support corporates and SMEs in these difficult times.

We offer you a **free video package** for your personal message to your interest groups.

In a short:

- **Introduction over the phone** with one of our team members (max. 1h)
 - we explain you **how to set everything** up at your current location (lights, audio, background etc.)
- After that, you can simply **record yourself** with a camera or smartphone and we'll take over from there.
- **After 24 hours** you'll have a good quality **video ready to publish** on all platforms
- If desired, we can also help you with the script. Based on our experience in the field of crisis communication we can review the structure and content of your messages before the recording
- We are at your availability **24/7** to **help** you in formulation your CEO message, **engage communications** with employees or external **stakeholders** by status quo updates and more

Optional fee-based services:

- On-going status-quo updates (video, podcast, webinar, etc.)
- Press-office services
- Ad-hoc interventions

As a specialised advisory boutique relying on a **large-scale expertise** in the DACH-LU region, we are happy to support you in your external as well as internal relations and help you to **increase transparency** towards all of your stakeholders.

Order confirmation:

Location & date

Signature and company stamp

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Capital: 12.500€
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Further info on communicating at the moment:

Harvard Business Review states that employees are your most important constituency and function as **ambassadors to the community**, if they aren't informed and don't understand what is going on, communications outside of the organization will be more difficult. The company needs to **demystify the situation** for employees, put everyone's mind at ease, and provide hope for the future. Studies have shown that **leaders**, in particular, have a **special role reducing employee anxiety**.

To communicate with employees, organizations should:

- **Post information regularly** in a highly visible location. This can be a physical location or virtual — email, the company intranet, or a Slack or Social Media channels.
- **Describe how decisions were made** about issues such as travel, working from home, etc.
- Communicate **no less than every other day**.
- Try to **provide timely information** rather than waiting until you know all of the answers.

Yuzer Group would be more than happy to support you with consulting on strategic communication in these difficult times. These could be regular updates, in video or other desired formats, from the management members towards employees and/or clients or similar.

We have set up a **dedicated crisis communication office available 24/7** in order to support you in the best way possible. Our managing partners assure **personal availability** to discuss all related topics:

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