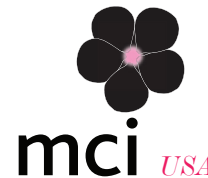


# MOVING FORWARD:

## Marketing and Communications Lessons from COVID-19



COVID-19 is re-writing the rules for association marketing and communications. The following are four lessons we have learned that demonstrate how association leaders must prepare for new demands and expectations in the future.



### COMMUNICATIONS TONE AND CONTENT

#### PRE-COVID-19:

Authoritative and focused  
on products and services

#### POST COVID-19:

Personal and focused on members  
and their needs and challenges



### THOUGHT LEADERSHIP PROGRAMS

#### PRE-COVID-19:

Leverage thought leaders to advance  
the association's business goals

#### POST COVID-19:

Leverage thought leaders to advance  
members personal and professional goals



### DEFINING MEMBER VALUE

#### PRE-COVID-19:

Defined for members based  
on organizational history

#### POST COVID-19:

Defined with members based  
on current and future needs



### RELATIONSHIPS WITH MEMBERS

#### PRE-COVID-19:

Authoritative and focused on  
products and services

#### POST COVID-19:

Personal and focused on members  
and their needs and challenges