ESOMAR
ESOMAR COVID-19 Support Programme: Business Planning and Strategy

7 April 2020 – 10h30 CET Session

Panel Members:
Judith Passingham, Chair ESOMAR Professional Standards Committee
Finn Raben, Director General ESOMAR

Chair:
Anne-Sophie Damelincourt, ESOMAR Council
Business planning in times of adversity - practicalities

- Dynamism of situation.
- Strategy vs tactics?
- Client context
- Very regular/tough level of business review – daily.
- Cash.
- Key cost/expenditure items.
- Recognition of key assets of the business.
- Business tolerance.
- The importance of honesty/integrity.

IMPORTANT NOTE - Based on our own experience – this may or may not be relevant to your own business context.
Business planning in times of adversity - people

- The importance of honesty/integrity/being ‘fair’.
- Do to one, do to all.
- Opportunity to re-skill staff.
- Comms.
- Country specific government schemes

IMPORTANT NOTE - Based on our own experience – this may or may not be relevant to your own business context.
As one example, the Digital fast track trend (the recent rush to get online for virtually everything) -
- Homeworking to reduce cost base.
- Virtual commissioning, and de-briefing
- Greater access to certain respondent groups.
- Different relationships with respondents.
- Greater opportunity to expand into new areas.
- Opportunity to upgrade legacy measurements.
- Opportunity to ‘spring clean’ research offerings

IMPORTANT NOTE - Based on our own experience – this may or may not be relevant to your own business context
Your turn to speak!

Please ask for the floor by typing ‘hand’ in the chatbox...

If you can't speak type your remarks in the chatbox.

Beware of phishing scams!
Resources to support your business planning strategy

- A Guide to Action Planning for COVID—19 (Research World)
- ESOMAR COVID-19 support page
- Check with your local association for details of national government schemes
- Talk to your customers! Involve them in your planning process