

Navigating COVID-19

Communicating in a Crisis

Agenda

- **Dealing with internal, external and stakeholder challenges** with Harriett Hindmarsh, AECOM
- **Media challenges for construction** with Andy Walker, editor of Infrastructure Intelligence.
- **Q&As** with special guest Sara Lipscombe of Costain

- This is best experienced through headphones which will cut out the background noise.
- To ask questions please go to “**questions**” in your control panel (the sidebar with the controls to the right of your screen). Select the send privately option. We’ll try and answer as many as possible, but don’t worry we’ll also answer any others we haven’t had time to cover after the webinar.
- Don’t worry if you miss anything we will be uploading this to our website in the next few days, so if you want to listen again to us you can!



Harriett Hindmarsh

Vice President,
Enterprise Strategic Marketing and Communications

AECOM



AECOM

**NAVIGATING
COVID-19**

**COMMUNICATING
IN A CRISIS**

HARRIETT HINDMARSH

GLOBAL CORONAVIRUS PANDEMIC

AECOM



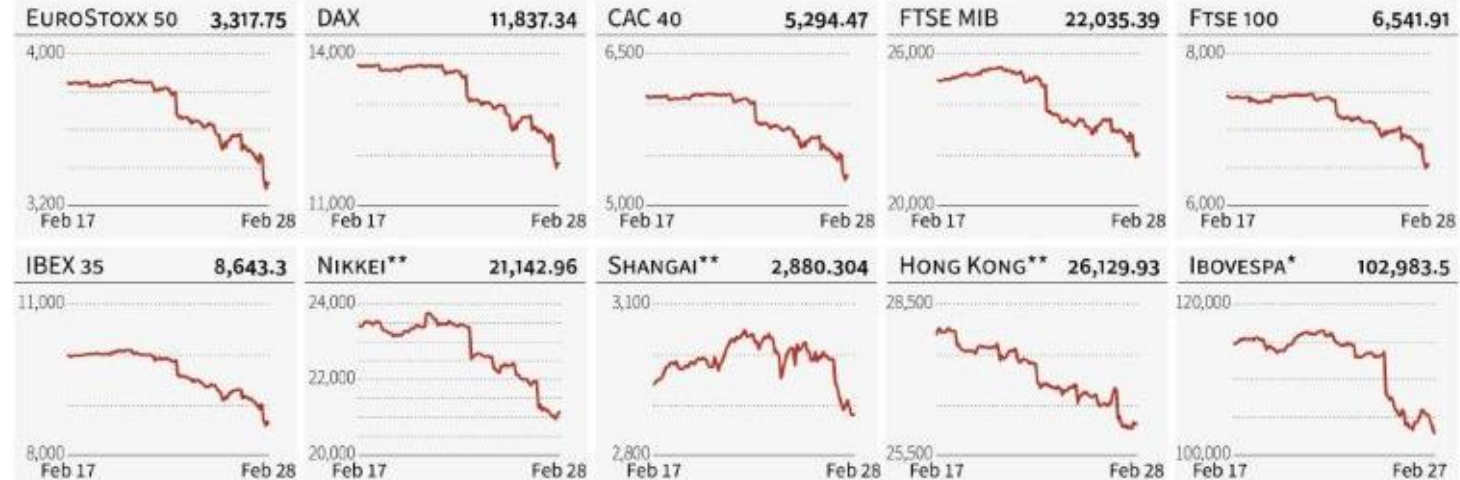
IMPACT ON THE WORLD ECONOMY

- * Oil crashes more than 30% as Saudi Arabia cuts prices
- * Energy firms suffer double-digit drops
- * Pan-Europe stocks enter bear market including FTSE
- * Nikkei sinks more than 5%, S&P 500 futures down 4.9%
- * US Fed funds fully price for 75 bps cut in March, chance of 100 bps
- * 30-year US Treasury yields drop below 1%, drag dollar down

Coronavirus spread sinks world stock markets

Concern over the economic impacts of the spread of the new coronavirus has sent stock prices tumbling

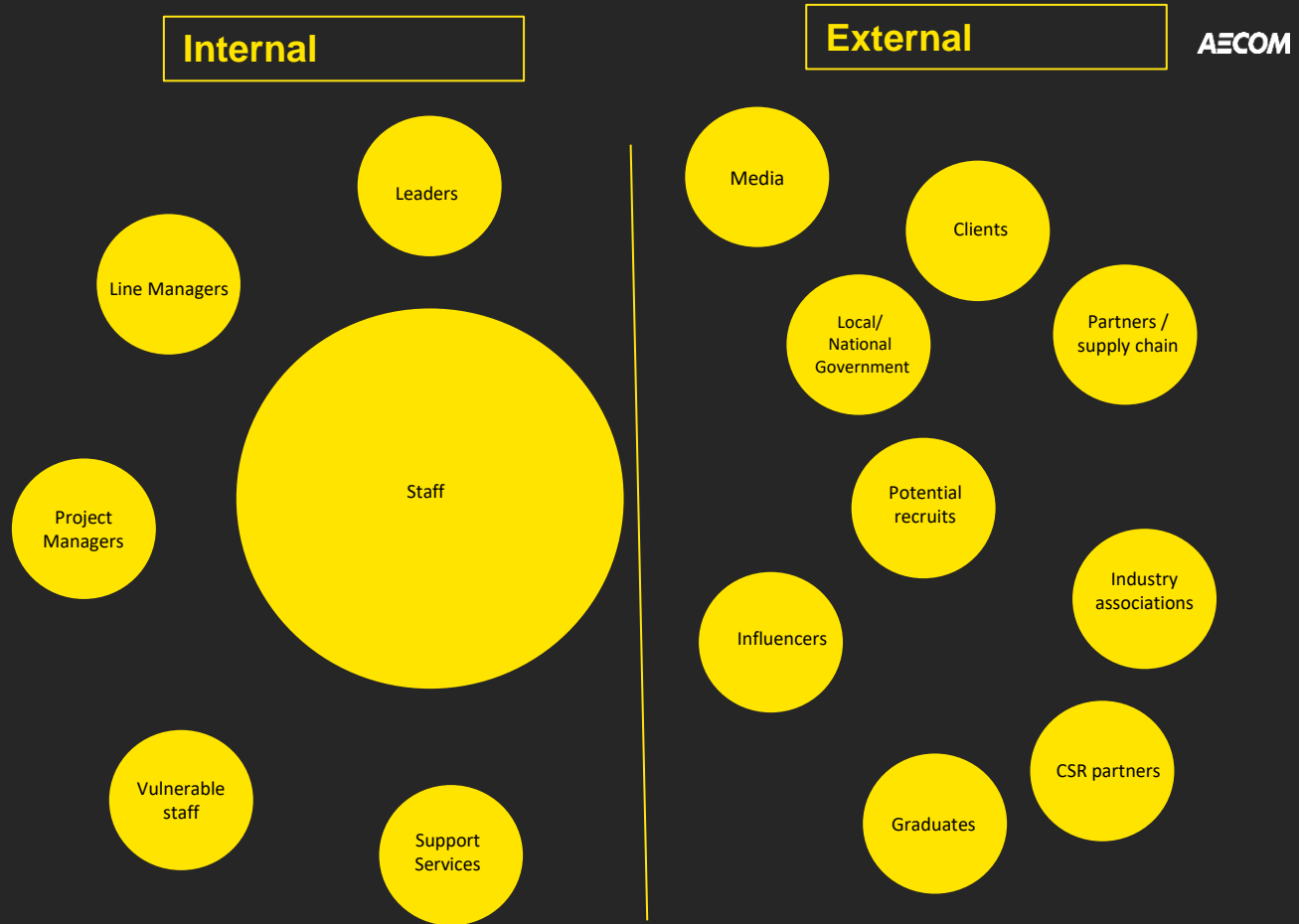
Prices as of 10:30 GMT Friday



Source: Bloomberg *At Thursday's close **At Friday's close

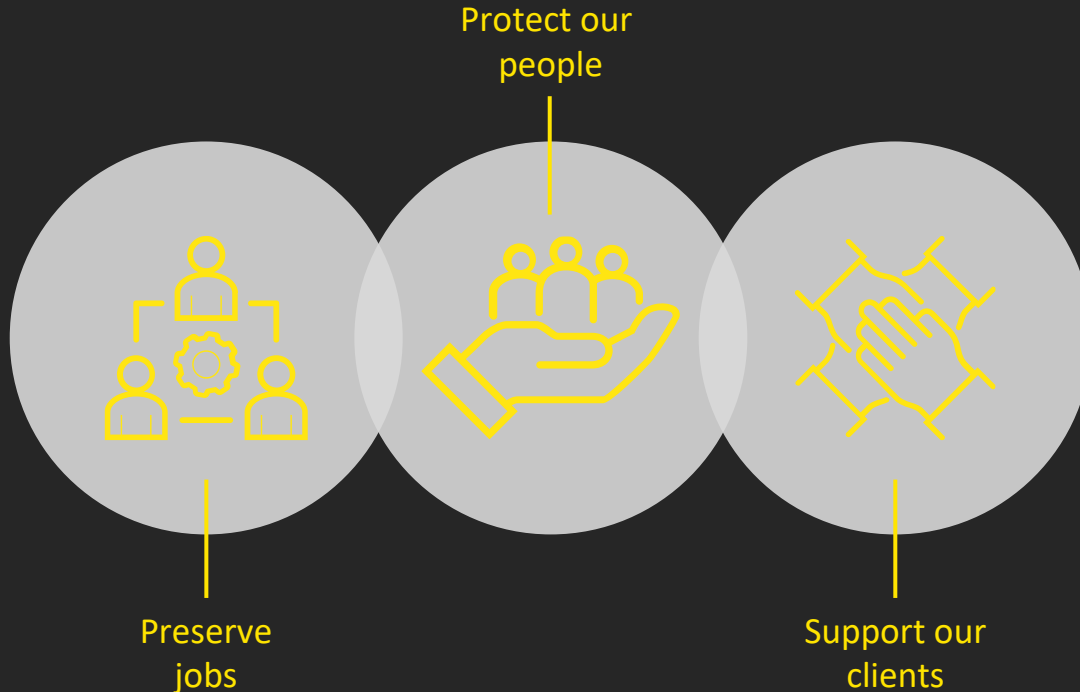
STAKEHOLDER MAP

Understanding the concerns of our key stakeholders – both internal and external – and supporting and responding in a timely and helpful way.



CHALLENGES

TAKING STEPS TO:



Uncertainty due to growing and deepening pandemic

Uncertainty due to faltering stock markets and economies

Safety and well being of staff and their families

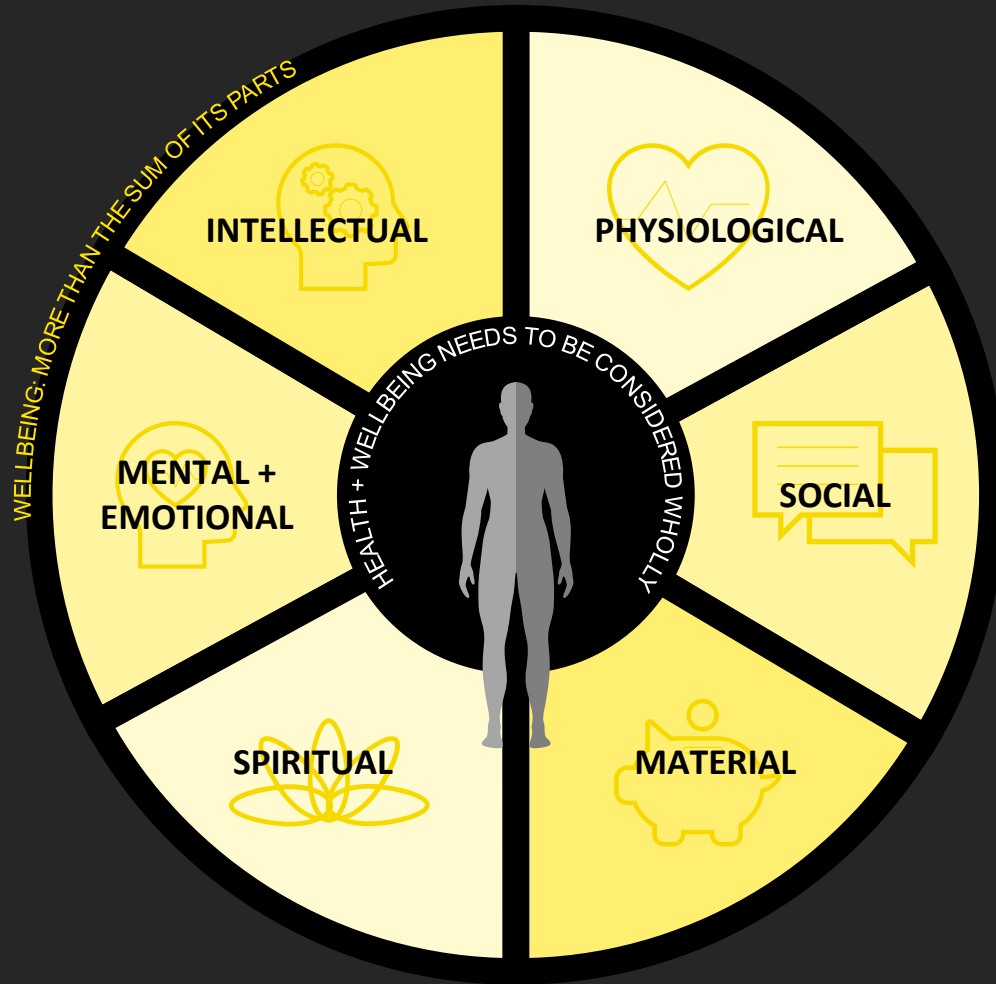
Preserving jobs, protecting our people, supporting our clients

Mobilising a remote workforce

Reassuring and supporting clients

Supporting national and local government efforts to combat the coronavirus

Economic recovery







SUPPORTING EACH OTHER

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TEAM SOCIALS



London's Marketing and Creative Virtual Pub Quiz

Venue: The Staying Inn

Hosted and organised by
Louis Webb-Bird

HARRIETT HINDMARSH



SUPPORTING THE FIGHT AGAINST CORONAVIRUS

MASK DONATIONS

Italy, Spain, Benelux and France donating masks to local communities and hospitals.

Our larger clients are also providing support with 10,000 masks to Liege in Belgium for several regional homes for the elderly.

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SUPPORTING
OUR CLIENTS

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NEW CORONAVIRUS CLIENT MICROSITE LAUNCHED

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ABOUT MARKETS SERVICES PROJECTS NEWS INSIGHTS INVESTORS CAREERS

Coronavirus

Our approach to business resilience and continuity

Last updated March 27, 2020

Throughout our history, AECOM has been committed to delivering a better world in which people and communities thrive.

As a global community we face the challenge of responding and preparing appropriately for coronavirus. We are doing everything we can to help ensure the safety and well-being of our employees, maintain operational resilience and support our clients around the world.

Discover More

Built to deliver a better world

Be part of the conversation
and get regular updates.
Please sign up below.

FIRST NAME

SURNAME

JOB TITLE

COMPANY

EMAIL

☐ Please check if you'd like to receive insights,
thought leadership and marketing email
communications from us.

Submit

HOW WE CAN HELP THOUGHT LEADERSHIP CONTACT

DOING OUR PART

In each of our markets, we are doing our part to help contain the spread of coronavirus and enable a safe work environment by following the lead of our safety and health experts, as well as guidance from the World Health Organization and government agencies.

As a result, we have taken proactive safety precautions, including temporarily halting all nonessential business travel, enabling remote work environments where possible, and enhancing our in-office cleaning procedures. We will continue to monitor the situation and respond accordingly.

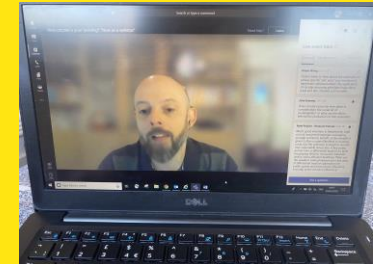
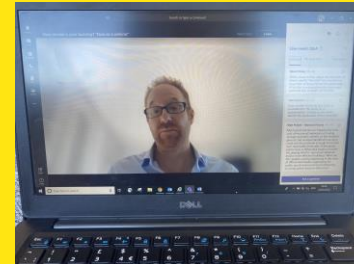
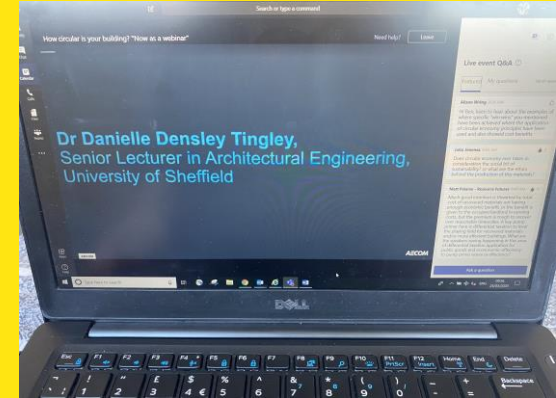
> Travel restrictions

> Attending industry events

Great take-up of digital technology to enable progression of project work.

HOW CIRCULAR IS YOUR BUILDING?

Commercial & buildings marketing team ran their first client webinar with 99 attendees. This was originally meant to be a breakfast seminar in London, but rapidly reconfigured to a virtual format.



WHAT
HAPPENS
NEXT?

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Infrastructure.aecom.com

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FOR EVERYONE

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Andy Walker

Editor

Infrastructure Intelligence

The Covid-19 crisis

Media challenges for construction

Andy Walker, Editor, Infrastructure Intelligence



Understanding where we are

- These are unprecedented times.
- No one could have predicted this.
- So, everyone is in the same boat.
- But some will fare better than others.
- Planning communications is crucial.



Navigating the news cycle

- More difficult to get coverage.
- But not impossible.
- More outlets not usually open to industry.
- People-led reports and features.
- Human interest.
- Experts.



Speaking up for construction

- The building site debate – open or closed.
- Essential work that needs to continue.
- Covid-19 emergency construction.
- Transport keeping the country running.
- Potential saviour of the economy.



Keep communicating with media

- Keep in touch with key journalists.
- Story ideas not just press releases.
- But don't forget press releases.
- Intervene in phone-ins and expert discussions.
- Good news stories.

Take advantage of digital

- Everyone is Zooming.
- In-person communications.
- The media is using it too.
- Video doesn't have to be perfect.
- Take part in webinars like this.
- Be seen and heard.
- Social media.



We will come out of this!

- Infrastructure will be crucial to recovery.
- Real chance to boost the economy.
- A people industry more than ever.
- But things will be different.
- Start preparing **now**.



The Covid-19 crisis

Media challenges for construction

Andy Walker, Editor, Infrastructure Intelligence





Questions

Replay our previous webinars from this series...



Navigating COVID 19 People in a pandemic

33 views • 1 day ago



Navigating COVID-19: Procurement

128 views • 5 days ago



Navigating COVID-19: SMEs & Coronavirus Job Retention...

119 views • 1 week ago



Navigating COVID-19: Emergency Response

141 views • 1 week ago

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Thank you!