

Digital Communication in Action

Tips for the Bad (and the Good Times)

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Senior Communications Manager

19/05/2020

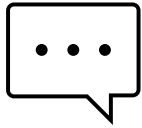
We personally care



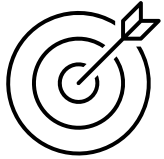
Cosmetics Europe
the personal care association

DIGITAL COMMUNICATION

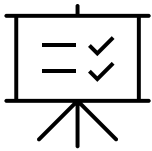
=> COMMUNICATION



MESSAGE



TARGET AUDIENCE



OBJECTIVES



Cosmetics Europe
the personal care association

We personally care

PEOPLE
PLANET
PRODUCTS



Gurpreet Brar
General Manager,
Edelman Brussels



John Chave
Director General,
Cosmetics Europe



Simon Shelley
Global Director of
Programme Partnerships,
BBC Global News

Virtual Event:

"Essentials for Daily Life" – Positive Stories for a Dynamic Industry

11 / 06 / 2020 15.00 - 16.00 CET

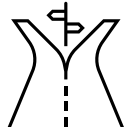
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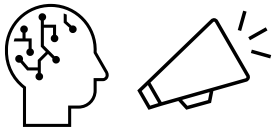
CAREFULLY CHOSE



CHANNEL & TOOL



CONTENT



LANGUAGE & TONE



TIMING