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However please do use this information to help others as you see fit.

I would appreciate if no names were attached to this information – expect to say by an agency friend in China.

thenetworkone WEBINAR:

Preparing for COVID-19

18 March 2020

Disclaimer

I am not a doctor or health expert.

The following discussion is based on our experience of the situation.

All opinions are my own.

Use correct language

- COVID-19
- Novel coronavirus

NOT

- Coronavirus
- China flu/virus
- Wuhan flu/virus

Disease origins

Disease	Time period	From what	Fatalities	Where did it start
Yellow Fever	Late 1800s	Virus / Mosquitoes	100,000-150,000	USA
Russian Flu	1889-1890	Believed to be H2N2 (avian origin)	1M	Russia
Spanish Flu	1918-1919	H1N1 virus / Pigs	40-50M	USA
Asian Flu	1957-1958	H2N2 virus	1.1M	China
Hong Kong Flu	1968-1970	H3N2 virus	1M	Southeast Asia
HIV/AIDS	1981-present	Virus / Chimpanzees	25-35M	Democratic Republic of Congo
Swine Flu	2009-2010	H1N1 virus / Pigs	200,000	USA & Mexico
SARS	2002-2003	Coronavirus / Bats, Civets	770	China
Flu outbreak	2006	H5N1		India
Ebola	2014-2016	Ebolavirus / Wild animals	11,000	West Africa
MERS	2015-Present	Coronavirus / Bats, camels	850	Saudi Arabia

What they think they know

This is a new virus - there is a lot that is still unknown.

Assumptions may change as new information comes to light

- Thought that the virus has a 2 to 14 day incubation period (but could be as long as 27 days in some cases)
- Can be spreading to others when you have no symptoms
- Can live on surfaces for a number of days (argument varies between 2-9 that I have seen)
- Compared to SARS: lower death rate but more infectious, meaning a larger potential risk
- Recovery rate seems promising, but still many unknowns (reinfections for example)
- Issues with testing and government transparency - therefore accuracy of the numbers across all jurisdictions should be questioned

Numbers

Coronavirus Cases:

198,612

[view by country](#)

Deaths:

7,988

Recovered:

82,779

ACTIVE CASES

107,845

Currently Infected Patients

101,430 (94%)

in Mild Condition

6,415 (6%)

Serious or Critical

[Show Graph](#)

CLOSED CASES

90,767

Cases which had an outcome:

82,779 (91%)

Recovered / Discharged

7,988 (9%)

Deaths

[Show Graph](#)

Countries & Territories

166

How Contagious? (Ro)

- **WHO's estimated (23 Jan) Ro between 1.4 and 2.5**
- **Other studies estimated Ro between 3.6 and 4.0, and between 2.24 to 3.58.**

An outbreak with a reproductive number of below 1 will gradually disappear.

For comparison, the Ro for the common flu is 1.3 and for SARS it was 2.0.

Coronavirus (COVID-19) Mortality Rate

Last updated: March 5, 3:00 GMT

See also: [Death Rate by Age and Sex of COVID-19 patients](#)

On this page:

- [3.4% Mortality Rate estimate by the WHO as of March 3](#)
- [Mortality Rate in China as of Feb. 20 \(3.8% nationwide, 5.8% in Wuhan, 0.7% other areas\)](#)
- [Mortality Rate in China as of Feb. 4 \(2.1% nationwide, 4.9% Wuhan, 3.1% Hubei, and 0.16% other provinces\) reported by the NHC of China](#)
- [Study providing a tentative mortality rate of 3%](#)
- [Death rate among patients admitted to hospital \(HFR\): 15%](#)
- [Days from first symptom to death: 14 days](#)
- [Comparison with other viruses](#)
- [How to calculate the mortality rate during an outbreak](#)

3.4% Mortality Rate estimate by the World Health Organization (WHO) as of March 3

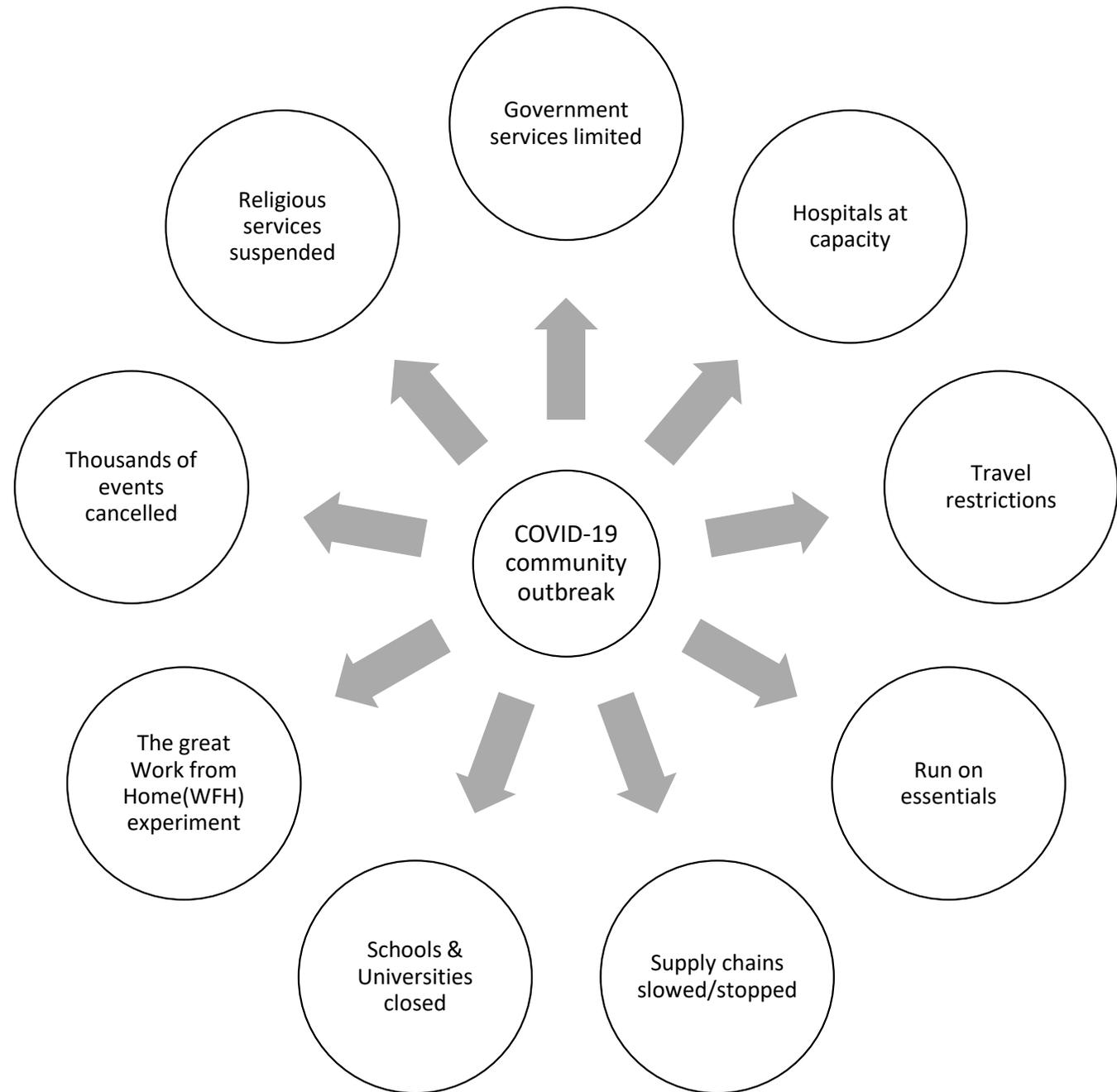
Latest updates

Country, Other	Total Cases	New Cases	Total Deaths	New Deaths	Total Recovered	Active Cases	Serious, Critical	Tot Cases/ 1M pop
TOP TEN								
<u>China</u>	80,894	+13	3,237	+11	69,614	8,043	2,622	56
<u>Italy</u>	31,506		2,503		2,941	26,062	2,060	521
<u>Iran</u>	16,169		988		5,389	9,792		193
<u>Spain</u>	11,826		533		1,028	10,265	563	253
<u>Germany</u>	9,367		26		67	9,274	2	112
<u>S. Korea</u>	8,413	+93	84	+3	1,540	6,789	59	164
<u>France</u>	7,730		175		602	6,953	699	118
<u>USA</u>	6,522	+111	116	+7	106	6,300	12	20
Switzerland	2,742		27		15	2,700		317
<u>UK</u>	1,950		71		65	1,814	20	29
ASIA REGION								
Japan	882	+4	29		144	709	41	7
Malaysia	673		2		49	622	10	21
Australia	560	+105	6	+1	43	511	1	22
Singapore	266				114	152	14	45
Thailand	212	+35	1		41	170	1	3
Philippines	193	+6	14		4	175	1	2
Indonesia	172		7		9	156		0.6
Hong Kong	168		4		81	83	4	22
India	148	+5	3		14	131		0.1
Taiwan	77		1		20	56		3
Vietnam	68	+2			16	52		0.7
Cambodia	33				1	32		2
WORLD TOTAL :	198,730	509	7,989	22	82,779	107,962	6,415	25.5

Current situation in China & Southeast Asia

- Mainland China
 - Just one new domestic case today, but a dozen more imported infections. For the second consecutive day there was only one more new infection in Wuhan (18 Mar)
 - Shutdowns started 25 Jan
 - Containment may have saved the country from widespread outreach, and given the world time to prepare
 - Goldman Sachs said that China's economy will likely shrink 9% in the first quarter
- Hong Kong
 - Outbreak seems to be contained – but spike in last 3 days with 36 new cases almost all from those “returning”
 - Slow growth in new cases overall, low number of deaths
 - Borders to mainland China closed since 3 Feb
 - From 19 Mar, all arrivals must self-quarantine for 14 days
- Taiwan
 - Situation seems to have stabilized
 - Taiwan will bar all foreign nationals from entering Taiwan starting 18 Mar
- Singapore
 - Strong public awareness campaign and containment measures have seen Singapore as a leader and example during this period
 - Slow growth in new cases, low number of deaths

Daily life suddenly changed



Creating a safe office environment

- Check readiness for “Work from Home”
- Work from Home vs. Optional Work from Home
- Wash hands on arrival at office (signage on door – changes weekly to grab attention), and set up sanitizer station at all entry ways
- No symptoms policy
- Offer masks to all employees, if available
- No non-staff in offices - delivery people, clients, cleaners (signage on door)
- All meetings moved to calls/video conferences (for first 6 weeks)
- Purchase own office cleaning supplies
- Turn off all central air supplies (signage on switches)
- Employee questionnaire and health declaration
 - Trust based self declarations. Ask staff: travel history, feeling symptoms, family status, hospital visits, event attendance where case confirmed, etc
 - Staff must update management of all travel plans and potential exposure following submission of questionnaire
 - 14-day self quarantine & WFH for all employees that have been to affected areas/hospitals/near known cases

Enabling your teams

- Follow your local government CDC, advice and actions
 - If civil service stay home, do the same, etc.
 - Prepare for long periods of WFH
 - Access to servers, laptops for employees, policy on how to communicate within team and with clients
 - Daily, weekly communications with team to keep motivation levels up
 - Mentor/buddy check-ins with colleagues
 - Restrict work travel and event attendance
 - Consider policy for parents when schools closed
 - Be mindful of *Mental Health* issues associated with anxiety and isolation
 - Be ultra-flexible with your team members
- What if you suddenly can't go to the office, do you and your clients have access to what you need outside of your physical office?

Tools for staying connected

- FortiClient for access to servers
 - Full Team chat - WhatsApp / WeChat
 - Intern chat for each Client - WhatsApp / WeChat
 - Client facing chat - WhatsApp / WeChat
 - Microsoft Teams – client chat / meetings
 - Zoom – meetings & webinars
 - Dropbox / Google sheets
- Every conversation that is had over chat / call is reinstated on an email by our team thereafter in point form

An era of *Social Distancing*

- Quarantine most effective way to curb spread
 - Self quarantine vs mandatory quarantine
 - Change of cultural habits to create distancing
- Growth of *homebound economy* – stuck at home for weeks on end, what do you do?

At risk industries & sectors

- Travel & Tourism – airlines, cruises, hotels, entertainment hubs, travel agents/OTAs, tourism service providers
- Restaurants, Bars, Cafes & QSRs
- Live Events – trade shows, sports, live entertainment, fashion weeks,
- Retail – the traditional/brick-and-mortar type
- Luxury sector
- Auto
- Construction
- Lifestyle services – beauty services etc
- Children's Services - daycare, nurseries, kindergartens, and such that rely on hourly payments

Growth industries & sectors

- Corporate clients
- Health, hygiene & cleaning products
- Mobile apps
- e Learning
- Online shopping
- Food delivery
- Work from home enablers
- Hobbies – cooking, cleaning, board games etc
- Insurance
- Gaming
- Fitness apps, clothes, equipment
- Home entertainment
- Home office

Challenge vs OPPORTUNITY

- How can your client turn this into an opportunity
 - Pivot quickly
 - Move activities online
 - Offer new or additional services & products that are in demand at this time
- *e.g* Sports & fitness brands – focus content towards at-home fitness

Protecting client relationships

- Protect your business but keep the long-term client relationship in mind; short-term versus long-term revenue.
- Appoint one person to manage client negotiations and be consistent in your response
- What is your role in a client crisis
 - Is Crisis Management included in your contract
 - Do you/your client have an updated Crisis Plan on hand – review it now
 - Ensure each client is aware of exactly what your role in crisis management includes/excludes, and how you will be compensated in case of crisis
- Contractual termination / pause clause
 - Review your contractual termination / pause clause so you are ready for the client call
 - Big events are most venerable
- Review at risk clients and offer value
 - At risk sectors: travel & tourism, hospitality, retail, property, etc.
 - Offer: increased monitoring, daily COVID-19 reports, senior counsel

Managing agency finance

- Voluntary non-paid leave (NPL)
 - Emergency government SME loans / financing
 - Bank support on cash flow management and/or financing
 - Request rent reductions
 - Request service providers to renegotiate contractual agreements
 - Reduce all expenses to skeleton levels
 - Pivot – consider other ways to service clients e.g. brand monitoring & analysis, crisis management, situation reporting, etc
- What's your agency marketing plan to get through this?

Types of crisis

- Employee/ immediate family of employee case
- Case on the client's property
- Factory/office shutdowns
- Service & delivery disruptions
- Supply chain disruptions
- Social media negativity over client actions/ content

Client crisis' involving COVID-19

- Be prepared
 - Stakeholder mapping / contacts
 - Scenario planning & line to take
 - Communications / approvals chain for crisis
- Work with local government for best practice guidelines
- Monitoring to catch emerging issues & sentiment
- Transparency is critical
- Internal vs external communications for brands
- Contacts for professional medial cleaners, etc. at hand

Key takeaways

- Trusted sources: your local CDC, WHO
- Be aware of false news
- Containing panic is essential: do not be a fear spreader, rather use your channels to educate and empower communities to fight this together
- Be a positive power in your community
- Prepare for community outbreak early – it's not if but when
- Put employee's safety first
- Be of service to your community
 - What can brands offer to help the situation
 - Donations vs additional/switch in services offered
- This is not a time to try to “sell” rather “support”

An epidemic of FEAR

- Incorrect and misleading news headlines
- Fear as clickbait

What can we do

- Be positive, this too shall pass
- Inspire community unity to fight the virus together, blame does not help anyone
- Act fast: pivot services, respond to help customers & community, be of service

Q&A

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