



Checklist for Global Market Activities under Covid-19

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Under these special circumstances, we cannot always execute all our marketing and market activities. But when do we cancel and when do we follow through?

Here are some Guidelines.

Decision Authority

- Each event is handled locally, and any decision is made at the market level, and in coordination with the Market Group Leader or the Head Markets
- In case of any change (cancellation/postponement), the market manager informs HQ

Decision Criteria for incoming media and fam trips

Assess risk:

- Incoming travel restrictions by the public authorities in Switzerland (Federal Office of Public Health) and the market(s)
- Outgoing travel restrictions by the public authorities in the market
- Fear of receiving visitors by Swiss partners/population
- Fear of invited Key Accounts/Media Accounts

Avoid Discrimination: in the case of international projects (more than one market is involved), we generally cancel the entire project, if more than one market delegation must be canceled

Decision Criteria for Market Events (global)

Assess risk:

- Guidelines/Recommendations/Orders by the public authorities in the respective market(s) regarding events as well as incoming travel restrictions by the public authorities in the respective market(s)
- Outgoing travel restrictions by the public authorities in Switzerland (Federal Office of Public Health)
- Fear of traveling by Swiss partners
- Fear of Key Accounts/Media Accounts we want to invite

Backlog Problem

If an event can't take place as planned, we would **rather cancel than postpone**, as Q3 and Q4 of 2020 are already tightly booked.

Cancellation/Postponement guidelines

- **If we cancel:** We absorb the costs within the market and refund partner investments. Partner absorbs the costs of his own travel cancellation
- **If we postpone:** We keep partner investment and absorb any administrative costs in market. Partner absorbs the costs for his own travel changes
- **If partner cancels** although the event is still taking place within 2020, we will refund any leftover investment once the total costs are known and we finalized the project