



***Fight to the Other Side:
Practical Business Considerations
in a Time of Massive Uncertainty***

Due to the Coronavirus (COVID-19) crisis, most businesses are facing the biggest challenges in their history. There are no easy answers, but there are some strategies to consider in this period of unprecedented uncertainty. Acclaimed marketing speaker and author Mark Schaefer (a survivor of the COVID-19 virus), will take your sales and marketing team through an understandable and actionable process that will lift spirits, dispense hope, and provide new direction in desperate times.

Filled with inspirational case studies and real-world solutions, this 30-minute virtual presentation is designed for weekly team meetings, sales and marketing teams, and business leadership teams.

Participants will:

- Recognize the changing landscape of business
 - Discover two major phases of consumer behavior shifts brought on by the coronavirus
 - Identify new customer needs and habits
- Apply four strategic ideas that will help clarify an uncertain business future

MARK SCHAEFER

Mark Schaefer is a globally-recognized speaker, educator, and business consultant. He is the author of six best-selling books, and his blog is hailed as one of the top marketing blogs in the world.

Mark has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University.

Customized for every audience, Mark's programs specialize in marketing strategies for content marketing, digital marketing, social media, and personal branding.

His clients range from successful start-ups to global brands such as Adidas, Johnson & Johnson, Dell, Pfizer, The U.S. Air Force, and the UK Government.

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For booking information, please contact Michelle Joyce at
704- 965-2339 or Michelle@MichelleJoyce.com