



### How to handle contact with the local media?

- Have a positive attitude. Some journalists might ask you to give an interview about how bad it is. Take this opportunity to tell your own story but emphasize your unique offering (your product, service, Flanders) as well as the actions you take to solve the problems (hospitality);
- Always contact the spokesperson of your organization.

### Should you adjust your short term marketing policy?

- Evaluate planned campaigns. The cost to cancel something does not outweigh the costs of bad publicity;
- Each market reacts differently. Not every market is open for certain marketing actions. Flanders Investment & Trade can help you to customize your marketing strategy;
- Adjust the timing, message and tonality of your message;
- Any campaign or action becomes cheaper and more effective if you organize it with partners; check whether your partners, competitors and Flanders Investment & Trade are planning joint campaigns or actions that could be meaningful to you.