



We hope that this newsletter finds you and your family in good health and spirits, as we continue to navigate daily challenges both personally and professionally.

While health officials say we may be close to the "peak" of COVID-19, this virus will have a lasting and global impact on how we approach our jobs as communicators. The content that we publish must be sensitive to the challenges that our world is experiencing each and every day, which inspired us to launch a resource center to share knowledge and support you during this time. At PAN, we recognize that this sudden change is far from easy, and we want to help. That's why we're taking a new approach to surveying marketers in our 7th annual Content Fitness Test.

Learn about how your peers across the globe are auditing, assessing and adjusting their content, while continuing to cope with the myriad of changes happening across today's marketing department.

TAKE THE 2020 Content Fitness Test

[Take your test here and receive a free copy of this year's report in June!](#)

Crisis Preparedness, Strategy and Recovery Resource Center

A guide to preparing and executing
a sound communications plan

Stay One Step Ahead

Your Crisis Recovery Journey Begins Here

Marketers have spoken out about needing guidance through the COVID-19 communications challenges, and we're listening.

That's why we've created this resource center, jam packed with content that guides marketers through preparing, tackling and recovering from a crisis. Whether its learning how to stay one step ahead of the crisis, or how to activate the right channels for knowledge sharing, we've got the resource for you.

[Visit our "Crisis Preparedness, Strategy & Recovery Resource Center" here.](#)



It's What You Say and How You Say It: Content Marketing Best Practices

Adjusting your content on a whim is not easy, but it's the reality of today's climate. As marketers, we should be approaching our content with empathy and purpose. Learn from our content team about the best practices you should employ.

[Read here](#)

Artificial Intelligence in Today's New Healthcare World of Coronavirus

The intersection of healthcare and artificial intelligence is marked with incredible opportunity. AI has helped tremendously with the battle of COVID-19, but will it remain vital in the healthcare industry beyond this pandemic?

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edX Launches Free Course on Ventilator Use for Medical Workers

edX shared a new, free course designed to educate medical professionals on how to operate ventilators as they are reassigned to the ICU to combat COVID-19.

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OutSystems Offers Community Response for COVID-19

OutSystems is offering free access to its software development platform for developers looking to create apps that will fight COVID-19 across the globe.

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Car Insurance Firms Could Make £1Billion By Not Offering US-Style Refunds Amid Coronavirus

FinTech client By Miles has helped advocate for UK citizens seeking refunds from insurance providers as cars remain dormant during the pandemic.

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