



Recovering from Covid 19

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“It aint’ over ‘til it’s over.”

- YOGI BERRA

In Napa, we know something about recovering from crises

In the past twenty-five years, we have had three floods, two massive fires, and two earthquakes.

And when it happens in Napa, it is international news.

And yet we have recovered.

How?



What we have learned:

You can come back.

You must work together.

It will take time.



Crisis Communication: 3 steps

- >> Determine that the crisis is over.
- >> Develop the communications plan to tell the world.
- >> Execute the communications plans.



What resources do you have?

Your databases are your lifeline.

Reach out now to maintain contact—and sales.

Reach out later to re-connect “when this is over.



In Napa



- >> We used church bells and an assembly of six different religious leaders to “re-open” the valley after the big floods.
- >> We ran full-page ads in newspapers to welcome visitors back after the fires.
- >> We held parties to celebrate the re-opening after earthquakes.

How is Covid19 different?

We don't know WHEN it is over.

There is "Pre-vaccine" over

There is "Post-vaccine" over.



What does “over” mean?

Safe? That's not enough.

Functional? That's not enough

Wonderful? That's what we need



Pre-vaccine—focus on local tourism

Air travel may be restricted.

Locals will become your best ambassadors for visitors.

Let the local community know, and ask for their help to tell the world. If you can't convince your neighbors, you will never convince the rest of the world.



6PM WINE TASTING | 6:30PM FASHION SHOW

CAPITOL AVENUE BETWEEN 18TH & 19TH

LOCAL FASHION. LOCAL WINE. FREE EVENT. DONATIONS BENEFIT WEAVE



Are you open for business?

Is your infrastructure organized?

Are your staff trained?

Are you ready to
put on a show?



Are you open for business?

You need everyone to sing the same song

Wine clubs, hotel concierges, regional associations,
restaurants, individual winemakers,
all need to reach out to their customers
to send the message.



You need a plan now. You need to execute when it is over. Whenever that is...

Post-vaccine—Go Global

Capture what makes you unique.

Give images and compelling messages.

Work with all sectors of the industry. We are all in this together.



Thank you

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