

CASE STUDY on Crisis Communications



amcinstitute.org



oarsi.org

OARSI is the premier international organization for scientists and health care professionals focused on the prevention and treatment of osteoarthritis through the promotion and presentation of research, education and the worldwide dissemination of new knowledge.



ASSOCIATION HEADQUARTERS

associationheadquarters.com

- Celebrating more than 40 years of strategic guidance and partnership with associations and non-profits.
- Currently works with more than 40 associations and credentialing bodies

Challenge

- OARSI's World Congress was scheduled for April 2020, in the middle of the COVID-19 pandemic. Considerable negotiations were necessary to keep cancellation fees to a minimum, and a new conference could not be promoted until that was in order.
- They needed to keep in touch with members to maintain their interest in attending the OARSI World Congress.

Actions Taken

Step 1 Assess the situation in the original congress location.

Step 2 Begin negotiations with the hotel and congress location.

Step 3 Create a communications calendar for members.

Step 4 Use all channels to provide step-by-step updates to members as news happened.

Goals

- Incur as few cancelation fees as possible
- Keep members up-to-date to sustain interest in the Congress

Results

- Improved communication & trust built with membership
- Rescheduled Congress in the same location

Insights/Learnings

- Consistent communications builds trust with members
- Transparency is key

Client quote "The continuous communication was vital to keeping members invested in the Congress and creating a stronger communication channel between the board, staff, and the membership."