

External communication

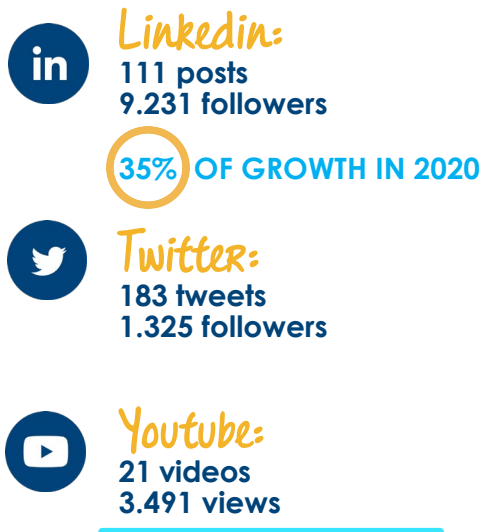


Like internal communication, external communication has been fundamental in this so different and complicated year.

Part of the plans defined at the beginning of the year stopped making sense in this new pandemic scenario.

In this context, the need arose to invigorate online listening, innovate and look for new ideas to make a difference and gain greater exposure.

In social networks:



Moreover, we had to foster our digital presence.

For this purpose, besides **participating in more than 10 digital meetings, conventions and round-table conferences**, both nationally and in Latam and UK, we have carried out a series of **webinars with over 200 attendees**:

Jueves 16 de abril: <i>Customer Centricity & Lead Management</i>
Jueves 23 de abril: <i>Gestión de la Satisfacción del cliente: Captura y análisis del Voice of Customer</i>
Jueves 30 de abril: <i>Impacto de la Analítica en el Plan de Marketing</i>
Jueves 7 de mayo: <i>Claves para apostar por una Plataforma Analítica en un mundo Big Data</i>
Jueves 14 de mayo: <i>Análisis de tipos de Clouds públicas y modalidades</i>

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Lastly, we have fostered our presence in the press, with the publication of **10 articles and interviews** in different media outlets: **La Razón, Computing BPS, Dirigentes, El Observatorio de Recursos Humanos (The Human Resources Observatory)...**