

COVID-19 Town Hall Meeting

Watch the video

On Friday 4th September we held the fortnightly Town Hall Meeting, hosted by CEO Dennis van Schie. Guests included chief commercial officer Gail Pasquier and global eCommerce director, Kevin Lee.

Dennis started the session, asking who Colart is? He wondered how we describe Colart to our friends, family, external parties? Dennis positioned Colart as “a consumer-driven house of creative brands on an end-to-end platform”. He added to this by showcasing the 300th anniversary Le Franc Bourgeois magazine and then, by contrast, the collective of artists within Elephant magazine.

Passing the baton, Gail then provided a commercial overview across regions and how they tracked against budget, despite challenges of lockdown and distribution centres forced to close. Significantly, Gail discussed the surge in orders during the lockdown and “smashing the budget”, achieving 105% of the budget for May, June and July.

This nicely segued to Kevin Lee, who discussed consumer behaviours, gravitating toward eCommerce purchases and more people getting involved in home-based activities, such as art! This increased behaviour now sees Amazon as our number one global customer for 2020. Kevin presented the most insightful presentation, including full data analysis. View his presentation [here](#).

Hosted on Microsoft Teams – Live event, the Town Hall event had nearly 170 people join in.

Thank you all for attending!

Remember that there is a Q&A section on the live stream that you can use to ask live questions to the panel.

If you have any suggestions or you would like to hear about a specific topic that concerns you, please, contact Irene Rubio of Gareth Meredith in the Communications team.

If you couldn't attend the live event, you can watch the Town Hall Meeting on the Intranet.

Additionally, COVID-19 resources on the Intranet include:

- [Navigating Covid-19](#)
- [Covid-19 Toolkit](#)
- [Covid-19 Q&A](#)