

Town Hall Meeting

Watch the video!

On Friday 12th January, we held the fortnightly Town Hall Meeting, hosted by CEO Dennis van Schie, Global Digital Director, Louise Booth and special guests, Ben Hogg and Adriano Nannini.

Dennis shared some inspiration with us as he is currently revisiting a book that Toby shared with him some time ago about applying the most modern management thinking to our own lives. We got an update on COVID-19 with a few positive cases at Colart, none of them critical and all in recovery-mode. He reminded us to keep working from home where possible and continue following the health and safety protocols. We also got January sales results in plus February's forecast, which is looking very promising.

Did you know we have over three billion followers across all our social channels? Find out from Louise some of the strategies we have used to acquire and recruit new consumers and how this has translated to engagement rates significantly above industry averages.

Do you know what it takes to make a consumer stick with us? Listen to what Adriano has to say about the importance of value and quality in new consumer acquisition. Some of his data insights are just staggering.

Did you know Le Franc Bourgeois website had an increase in traffic of 74% last year? Learn from Ben Hogg what is going behind the scenes to improve search optimization through "high quality" and "fresh" content across all sites.

What is "digital democratization" and how does it apply at Colart? Hear Louise's long-term plans on this.

If you were unable to attend the live event, click [here](#) and watch the video.

Hosted on Microsoft Teams – Live event, the Town Hall event had nearly 200 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 or Gareth Meredith in the Communications team.

COVID-19 resources on the Intranet:

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

