

# Town Hall Meeting – Watch the video.

On Friday 1st October, we held the fortnightly Town Hall meeting hosted by CEO Dennis van Schie.

Dennis started the session by sharing his most recent inspirations, the first one, a book, *Dominion* by Tom Holland, an account of how the Christian Revolution forged the Western imagination. It is not only a reading challenge for him but a linguistic challenge as well. His second piece of inspiration was related to one of our brands, Winsor & Newton and one of the latest posts on Instagram. He mentioned how great it is to discover that it is possible to shop through social media without leaving it in some markets.

Talking about COVID-19, Dennis said that it is great to see how life gets back to normal step by step and remind us that positive test results are high and that we still need to be conscious and careful. In total, this year, we have had around 52 positive cases in the company.

Company-wise, Dennis spoke about the monthly performance review and highlighted a couple of points (Elephant and the great Net Promoter Score result from the employee survey). Dennis also shared his trip to France with us and how amazed he was with the new Charbonnel boutique and the remarkable improvements on the Le Mans factory.

This time International was the guest topic of the Town Hall Meeting. Jake took us through an excellent presentation of the team and the new International focus, giving some great examples to understand the team better.

To close off the Town Hall Meeting, Dennis repeated the three most important priorities for us: sustainability, brand management and digitalization of the business. He also launched a question that he wants us to think about: *“What do you believe we should be making more clear for you to feel more empowered to make your priority decisions every day?”*

Every THM, we see more and more comments like the ones below. Thank you for joining!

If you couldn't make it to the live event. Check out the video [here](#).