



Virtual Networking Luncheon

Best Business Practices During COVID-19 with Emily Halm Jenkins

Moderator: Barbara Benson, Falls Church Chamber Chair

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May 19, 2020



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Presentation

- Best Business Practices
During COVID-19

Speaker

- Emily Halm Jenkins, Esq.
- Attorney with The Geller Law Group
- Focused on Small Businesses
- Vice Chair of the FC Chamber of Commerce
- FC Resident and Mom of 4, including twins!



Introduction

- Perspective Comes From My Practice and As A Consumer/Parent
- Clients Are Navigating New Issues – Being Forced to Close; Cancellation Terms In Contracts; Retaining Good Staff
- Consumers Are Rethinking Their Spending Patterns And Habits
- Communication is Key

Communication with Employees and Staff

- Communicate Regularly with Employees and Staff
- Teambuilding by Engaging with Local Businesses
- Give Staff the Opportunity to Communicate Concerns/Struggles

Communication with Clients/Consumers

- Consumer Patterns and Concerns Have Shifted
- Identify Ways to Reassure Customers You are Protecting Them Post Social Distancing
- Update Public Facing Policies and Communicate Regularly
- Adapt to Meet the New Needs of Consumers

Communicate Updated Internal Policies

- Review Policies and Update to Reflect “New Normal”
 - Work From Home Policy
 - Personal Device Policy
 - Sick Policy
 - Disinfectant Policy
- Review Waivers; Consider Need for Waivers
 - Health care providers and gyms need to add new terms to address COVID concerns

Communicate Updated Internal Policies (Cont.)

- Insurance – Talk to your Carrier; Review your Policy Exemptions
- Review Your Contracts; Understand Cancellation Policies and Abatement Terms
 - Leases
 - Loans/Grants
 - Service Contracts

Any questions?

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