

2020

COMMUNICATION
ON PROGRESS (COP)



United Nations
Global Compact



PENTA[™]
pentamarketing.com



 **PENTA**TM
pentamarketing.com

Table of Contents

Letter From Our CEO.	3
Communication on Progress.	7
Progress Highlights by the Numbers	11
Human Rights.	13
Labor Standards.	15
Environmental Principles	17
Anti-Corruption	19
PENTA Marketing Mentor Scholars Program	21
Letter to the Secretary-General.	23
SPECIAL SUPPLEMENT: COVID-19 Response	25
COVID-19 Response Timeline	27
COVID-19 Response Highlights By the Numbers.	29

PC



Letter from our CEO

We are delighted to submit our *Seventh Communication on Progress (COP) Report to the United Nations after what was undoubtedly one of the most challenging and unprecedented years in international history.* As we began the 2020 COP Year, the world was faced with tremendous uncertainty as an uncontrollable and unpredictable contagious and unknown virus swept across the globe. While news of the widespread nature of the coronavirus was not fully understood in the United States until January, we all waited to see what would come as a result. Hundreds of thousands of healthy people were devastated by the virus with a significant percentage of the population failing to recover. In the United States alone, it became progressively worse every day, and on March 23, 2020, the Governor of Massachusetts mandated a ***"Stay in Place Order"*** which resulted into a grinding halt of every non-essential businesses and industries that relied on public engagement to survive.

While our number one objective was to immediately devise strategies that would enable our firm to remain strong, we continued our proactive work on behalf of our clients, put plans in place to do everything possible to keep our workforce whole, and developed a multifaceted reopening strategy for when it would be safe to return to our physical premises. Among the numerous things we did to pivot, was a strategic and well-planned ***COVID Remote Working Policy*** and implementation. According to officials, it was initially understood that there would be a two-week ***"Stay in Place Order,"*** however, it wound up being months and as of the writing of this report, we are still in a situation where not all of our team members are in the physical office every day. We are encouraged with the launch and

distribution of the vaccines, and hope that by the Fall of 2021, we will be back to every member of our team being onsite daily.

To help our clients navigate through the uncharted waters of running their companies during a pandemic, we introduced a 24/7 on-call coaching and consulting services for all clients regardless of their size, account value, industry or marketing challenges. We launched additional new services to assist them with various aspects of their business management and actively worked with new and existing client leaders to help develop changes to their business plans, develop innovative ways of delivering their products and services, and helped them come up with new products and services to offer in an effort to help them sustain.

In alignment with one of our core values of community, we continued to support numerous nonprofits in our region, with a particular focus on those new initiatives that were formed to support COVID relief. In addition, while we supported organizations financially, we also helped many nonprofits by providing pro-bono services and communications consulting to assist them in their need to reach their constituencies and continue onward with their great and meaningful work. We also created a new Podcast Series entitled ***Emerging Stronger***, bringing global experts together to educate business leaders on a myriad of compelling topics.

In this year's COP, we included a ***Special COVID-19 Supplement*** which highlights the work we did to prepare and act prior to and during this time. This supplement is located towards the back of this report and after our recommitment letter to the Secretary General.

Continued on page 5



Letter from our CEO *Continued*

In closing, I would be remiss in not highlighting a few key initiatives that took place within this period. They include the **5th Anniversary Year of our PENTA Marketing Mentor Scholars Program**, which ended with a virtual commencement ceremony that included our Lt. Governor, Congressman, our Senator, and our three local State Representatives. In addition to this, we are proud to have welcomed many new companies to our client family – many of whom were a result of needing a partner at the most crucial time in the history of their business. Finally, I want to thank our wonderful team and give them a “shout out” for everything they all do, every single day to deliver the highest level of excellence for our clients, and for their true passion and commitment, and for their care as brand ambassadors of our company – in all that they do. We are strong because of the dedication and strengths that each and every person brings to our work every day.

As always, it is truly an honor to support the UNGP principles and we are all proud of every accomplishment large and small, during this COP period.

Deborah Penta

Founder & CEO

PENTA Communications, Inc.



PENTATM

How PENTA Implemented the Ten Global Principles

March 2020 through February 2021

Principles	Highlights on Progress
Human Rights 1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses.	• PENTA's engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued and emerged to an even higher level during this period, especially with respect to the challenges and additional requests brought forth from the global COVID-19 pandemic; • To continue its strong community commitment, PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board; • PENTA's leadership serves on the Board of Corporators or Trustees for the human rights nonprofit organizations Seven Hills Foundation, YWCA of Central Massachusetts, and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including the Worcester Community Action Council, Veteran's Inc., YWCA of Central Massachusetts, and Abby's House; • When the COVID-19 Pandemic hit the Commonwealth of Massachusetts, PENTA created a social media campaign to heighten awareness to actions the community could take to remain healthy and safe. One of our initiatives included the development of a PSA that aired on social media https://www.youtube.com/watch?v=O0pzA21S12g; • PENTA sponsored the YWCA Katherine Forbes Erskine Awards again in 2020, which were held virtually, through a major corporate sponsorship; • In addition, PENTA made a major charitable donation towards the YWCA's Capital Campaign LIVE to contribute to the organization's expansive renovation of it's historic facility which makes the community a better place for women and children in need, as well as the general community that utilizes its myriad of programs and services. In addition, the firm provided hundreds of hours in pro-bono services to assist the organization with brand awareness and fund development; • PENTA celebrated International Women's Day by honoring female entrepreneurs; • PENTA contributed to the Worcester Together Fund which addresses long-term needs, complementing the work of public health officials and expanding local capacity to address impacts on the region's most vulnerable populations; • For "Giving Tuesday" during the COP period, PENTA contributed to the UMass COVID Fund, which was established to help caregivers and patients in the UMass Memorial network during the height of the first pandemic surge. From securing PPE to providing emergency childcare, this fund was a community initiative where individuals and companies rallied together to help raise the necessary funds to help the entity get through the pandemic; • To illuminate racial and social justice for all, PENTA created and ran a public awareness campaign that supported the YWCA's "Stand Against Racism" which included social media content development, community awareness initiatives, and the production of a PSA to promote this meaningful message https://www.youtube.com/watch?v=sWhKIwwGakM; • For Martin Luther King Day (and Martin Luther King Week) 2021, PENTA created a week-long campaign initiative bringing to life the values of MLK through an MLK Tribute Video https://www.youtube.com/watch?v=Cff-JjNe_CM, significant social media content development with integrated creative, a video of our firm's CEO announcing our week-long tribute https://www.youtube.com/watch?v=EBT8uN9ja6Y, and branding every client, board, and partner meeting during the entire week, by utilizing the imagery of the MLK week campaign to heighten awareness.



How PENTA Implemented the Ten Global Principles

March 2020 through February 2021 *Continued*

Principles	Highlights on Progress
Labor Standards 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; 4. the elimination of all forms of compulsory labor; 5. the effective abolition of child labor; 6. and the elimination of discrimination in respect of employment and occupation.	- Establishing and maintaining a creatively inspired, bright, and highly professional environment to work in, the Firm continued to make improvements to its offices during the COP year. These included continued systems updates, even higher level cleaning services, and more; - PENTA preserved the employment of every team member in 2020 despite the epic business challenges and uncertainties presented by the COVID-19 pandemic, including a Governor issued a mandated Stay in Place Order beginning on March 23, 2020; - With a multi-faceted communications strategy to keep employees informed and aware, we offered a step-by-step plan pertaining to how the Firm would react to the COVID pandemic. We met with the entire team in-person, and also provided the peace of mind and comfort people needed during this unprecedented global crisis with transparent communications throughout the crisis, and with clearly defined guidelines of how we would proceed with every phase; - PENTA offered its team the opportunity to participate in a specially created "Work from Home Program" during COVID which enabled job preservation while keeping everyone safe; - The Firm instilled a strict multi-leveled COVID protocol for "Return to Work" which included policies and procedures that exceeded both the Commonwealth of Massachusetts and World Health Organization's best practices for pandemic safety and sanitization standards; - To honor team work anniversaries, PENTA continued its gift card giving during the COP year; - Since COVID prohibited in-person team-orientated office Birthday celebrations, PENTA provided team members with special gift boxes of baked goods from a local small craft bakery or edible fruit arrangements to enjoy; - To recognize the team's commitment throughout the pandemic year, PENTA supplied fully prepared Thanksgiving dinners for the entire team and their families; - PENTA's CEO continued to serve on the Boards that focused on the creation of more job growth and sustainability, and those that focused on contributions to the community; - PENTA celebrated its fifth anniversary year of the PENTA Marketing Mentor Scholars Program, which was recognized and celebrated by Governor Charlie Baker and Lt. Governor Karyn Polito with a Governor's Citation in February of the Program year. Despite the pandemic, the Program still held a graduation (albeit virtually) in which video contributions including appearances from the firm's CEO, Massachusetts Lt. Governor Karyn Polito, Congressman Jim McGovern, Senator Michael Moore, Representative Carolyn Dykema, Representative Hannah Kane, Representative Danielle Gregoire, Westborough Schools Superintendent Amber Boch, Westborough High School Principal Brian Callahan, and Chair of the Westborough High School Business Department Darrell Potosnak https://www.youtube.com/watch?v=tlpYFxm_mg&t=32s; - The PENTA Leadership Scholarship Celebrated its 20th year.
Environment 7. Businesses should support a precautionary approach to environmental challenges; 8. undertake initiatives to promote greater environmental responsibility; 9. and encourage the development and diffusion of environmentally friendly technologies.	- PENTA continued its recycling efforts for paper, water bottles, and printer cartridges. In addition, it significantly lowered the quantity of printed paper to conserve on ink and paper usage by approximately 50%; - PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses; - In the 2020 COP year, PENTA sourced 100% of its products and services locally; - PENTA employs 100% of its building contractors from within a 20-mile radius; - PENTA's workforce is 100% local to the region; and - PENTA makes every effort to conserve energy through the effective monitoring of energy usage at its corporate office.
Anti-Corruption 10. Businesses should work against corruption in all forms, including extortion and bribery.	PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment with our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and do not tolerate any level of unethical behavior.



GROWTH



INTEGRITY



ETHICS



CONTRIBUTION



PARTNERSHIP



IMPACT



GROWTH



CONTRIBUTION



GOALS



ETHICS



SENSITIVITY



PARTNERSHIP



IMPACT



DRIVE



SENSITIVITY

Progress by the Numbers

31 Years

PENTA celebrated 31 years of providing the highest caliber marketing services to its clients.

1,300

Total number of virtual meetings participated in during the 2020 pandemic year.

10

Meaningful contributions made to non-profits that supported efforts, including those directed specifically to COVID-19, to help people through the pandemic as well as assistance for the health and human services organizations.

60

Number of students graduated from Company's elite Marketing Mentor Scholars Program as of 2020, the Program's 5th Anniversary Year.

100%

Percentage of PENTA suppliers that are local to the region, to support local sustainability.

100%

Percentage of building contractors within a 20-mile radius that PENTA utilizes to support its corporate office/facility.



 **PENTA™**
pentamarketing.com

United Nations Global Compact

Human Rights

Principles	Highlights on Progress
1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses.	• PENTA's engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued and emerged to an even higher level during this period, especially with respect to the challenges and additional requests brought forth from the global COVID-19 pandemic; • To continue its strong community commitment, PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board; • PENTA's leadership serves on the Board of Corporators or Trustees for the human rights nonprofit organizations Seven Hills Foundation, YWCA of Central Massachusetts, and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including the Worcester Community Action Council, Veteran's Inc., YWCA of Central Massachusetts, and Abby's House; • When the COVID-19 Pandemic hit the Commonwealth of Massachusetts, PENTA created a social media campaign to heighten awareness to actions the community could take to remain healthy and safe. One of our initiatives included the development of a PSA that aired on social media https://www.youtube.com/watch?v=O0pzA21S12g; • PENTA sponsored the YWCA Katherine Forbes Erskine Awards again in 2020, which were held virtually, through a major corporate sponsorship; • In addition, PENTA made a major charitable donation towards the YWCA's Capital Campaign LIVE to contribute to the organization's expansive renovation of it's historic facility which makes the community a better place for women and children in need, as well as the general community that utilizes its myriad of programs and services. In addition, the firm provided hundreds of hours in pro-bono services to assist the organization with brand awareness and fund development; • PENTA celebrated International Women's Day by honoring female entrepreneurs; • PENTA contributed to the Worcester Together Fund which addresses long-term needs, complementing the work of public health officials and expanding local capacity to address impacts on the region's most vulnerable populations; • For "Giving Tuesday" during the COP period, PENTA contributed to the UMass COVID Fund, which was established to help caregivers and patients in the UMass Memorial network during the height of the first pandemic surge. From securing PPE to providing emergency childcare, this fund was a community initiative where individuals and companies rallied together to help raise the necessary funds to help the entity get through the pandemic; • To illuminate racial and social justice for all, PENTA created and ran a public awareness campaign that supported the YWCA's "Stand Against Racism" which included social media content development, community awareness initiatives, and the production of a PSA to promote this meaningful message https://www.youtube.com/watch?v=sWhKlwwGakM; • For Martin Luther King Day (and Martin Luther King Week) 2021, PENTA created a week-long campaign initiative bringing to life the values of MLK through an MLK Tribute Video https://www.youtube.com/watch?v=Cff-JjNe_CM, significant social media content development with integrated creative, a video of our firm's CEO announcing our week-long tribute https://www.youtube.com/watch?v=EBT8uN9ja6Y, and branding every client, board, and partner meeting during the entire week, by utilizing the imagery of the MLK week campaign to heighten awareness.



United Nations Global Compact

Labor Standard Principles

Principles	Highlights on Progress
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; 4. the elimination of all forms of compulsory labor; 5. the effective abolition of child labor; 6. and the elimination of discrimination in respect of employment and occupation.	- Establishing and maintaining a creatively inspired, bright, and highly professional environment to work in, the Firm continued to make improvements to its offices during the COP year. These included continued systems updates, even higher level cleaning services, and more; - PENTA preserved the employment of every team member in 2020 despite the epic business challenges and uncertainties presented by the COVID-19 pandemic, including a Governor issued a mandated Stay in Place Order beginning on March 23, 2020; - With a multi-faceted communications strategy to keep employees informed and aware, we offered a step-by-step plan pertaining to how the Firm would react to the COVID pandemic. We met with the entire team in-person, and also provided the peace of mind and comfort people needed during this unprecedented global crisis with transparent communications throughout the crisis, and with clearly defined guidelines of how we would proceed with every phase; - PENTA offered its team the opportunity to participate in a specially created "Work from Home Program" during COVID which enabled job preservation while keeping everyone safe; - The Firm instilled a strict multi-leveled COVID protocol for "Return to Work" which included policies and procedures that exceeded both the Commonwealth of Massachusetts and World Health Organization's best practices for pandemic safety and sanitization standards; - To honor team work anniversaries, PENTA continued its gift card giving during the COP year; - Since COVID prohibited in-person team-orientated office Birthday celebrations, PENTA provided team members with special gift boxes of baked goods from a local small craft bakery or edible fruit arrangements to enjoy; - To recognize the team's commitment throughout the pandemic year, PENTA supplied fully prepared Thanksgiving dinners for the entire team and their families; - PENTA's CEO continued to serve on the Boards that focused on the creation of more job growth and sustainability, and those that focused on contributions to the community; - PENTA celebrated its fifth anniversary year of the PENTA Marketing Mentor Scholars Program, which was recognized and celebrated by Governor Charlie Baker and Lt. Governor Karyn Polito with a Governor's Citation in February of the Program year. Despite the pandemic, the Program still held a graduation (albeit virtually) in which video contributions including appearances from the firm's CEO, Massachusetts Lt. Governor Karyn Polito, Congressman Jim McGovern, Senator Michael Moore, Representative Carolyn Dykema, Representative Hannah Kane, Representative Danielle Gregoire, Westborough Schools Superintendent Amber Boch, Westborough High School Principal Brian Callahan, and Chair of the Westborough High School Business Department Darrell Potosnak https://www.youtube.com/watch?v=tlpYFxvm_mg&t=32s; - The PENTA Leadership Scholarship Celebrated its 20th year.



United Nations Global Compact

Environmental Principles

Principles	Highlights on Progress
7. Businesses should support a precautionary approach to environmental challenges; 8. undertake initiatives to promote greater environmental responsibility; 9. and encourage the development and diffusion of environmentally friendly technologies.	• PENTA continued its recycling efforts for paper, water bottles, and printer cartridges. In addition, it significantly lowered the quantity of printed paper to conserve on ink and paper usage by approximately 50%; • PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses; • In the 2020 COP year, PENTA sourced 100% of its products and services locally; • PENTA employs 100% of its building contractors from within a 20-mile radius; • PENTA's workforce is 100% local to the region; and • PENTA makes every effort to conserve energy through the effective monitoring of energy usage at its corporate office.



United Nations Global Compact

Anti-Corruption

Principles	Highlights on Progress
10. Businesses should work against corruption in all forms, including extortion and bribery.	PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment with our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and do not tolerate any level of unethical behavior.



Celebrating the 5th Anniversary Year of **PENTA Marketing Mentor Scholars Program**

Over **31**
YEARS of
Support to the
Region's Schools

MENTORSHIP
SUPPORT to over **60**
Westborough High School
Students

Offer
BUSINESS
EDUCATION
through Speaking, Site Visits,
and Hands-on Learning

Two Decades of
SCHOLARSHIPS
to college bound high school
students

View videos about the PENTA Marketing Mentor Scholars Program here



MISSION

VISION

VALUES



António Guterres*Secretary-General*

United Nations

New York, NY 10017

United States of America

Dear Mr. Secretary-General:

On behalf of PENTA Communications, Inc., I am delighted to reconfirm our company's commitment to support the ten principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

During our seventh year as a Global Company signatory, we made great progress in moving several initiatives forward and in both building and planting seeds for the future. As we look forward to our next COP period, we are both excited and energized to raise the bar with our efforts in marrying our community engagement to the ten principles, and, in addition, to strategically develop and implement ways that our organization can emerge to the next level in all areas for a stronger future.

Every day, we seek to make a difference in our work and to the betterment of the world around us. We believe that by doing our part locally and regionally that we are indeed part of a movement that inspires a better global economy and a more positive global outlook for the future of our industry and the communities that we touch by our work.

PENTA looks forward to making its mark by consciously making an effort to continue acts of kindness, support, and engagement to foster lasting and meaningful progress for a better tomorrow.

We look forward to presenting our eighth Communication on Progress in the spring of 2022 and wish you the best of success for creating a culture of building more awareness throughout the globe for businesses like ours to navigate through their work in alignment with the UN Principles. We are looking forward to your continued positive leadership of the United Nations.

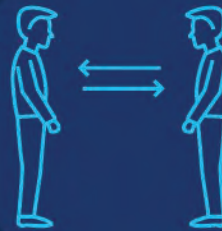
All the best,

Deborah Penta*Chief Executive Officer*



SPECIAL SUPPLEMENT

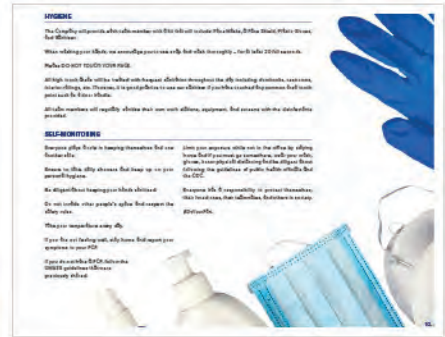
TO THE PENTA
2021 UN COP REPORT



COVID-19 RESPONSE

 **PENTA**[™]
pentamarketing.com





CORPORATE SUSTAINABILITY

WHEN THE NEWS OF THE COVID-19 PANDEMIC SHOT ACROSS THE WORLD, PENTA IMMEDIATELY RESPONDED by developing strategies relating to the potential impact it could have on the firm, our team, and our clients. Our goal was to keep the company whole despite the unknowns and the uncertainty of the environment.

With the anticipation of a potential national “stay in place order,” we immediately drafted special **COVID-19 Working Remote Policies**, established a multifaceted **plan for shifting our operational procedures** and developed a **strategic client-outreach strategy** to ensure that we were ready and available to **assist every client** in need of reinventing itself, pivoting its management and marketing, and to provide consult and coaching with the necessary support needed. Operationally, we also **pivoted** our accounting and financial system to keep finances in order.

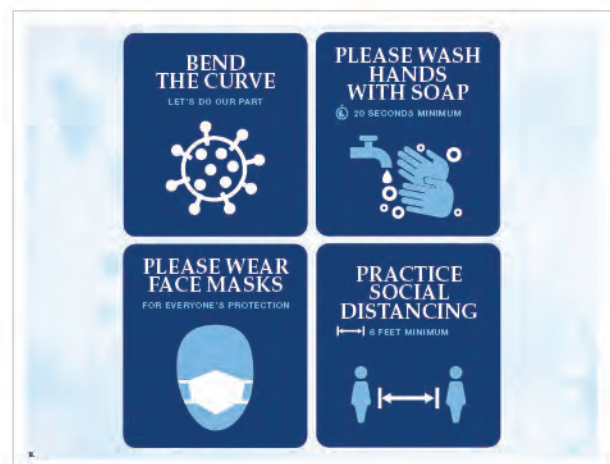
It was crucial to us that we ensured our team would remain fully aware every step of the way, and that we did everything we could to protect their positions and help them pivot into what would hopefully be a temporary remote situation. We **created new daily team communications protocols** and structures, established internal **conference call lines**, **ZOOM Meeting Rooms**, and initiated **Daily Huddles**.

On Tuesday, **March 23, 2020**, at Noon, Massachusetts Governor Charlie Baker issued an immediate **“Stay in Place Order”** for the entire Commonwealth. Because of our preliminary planning, by 1:00 pm on that same day, our Company was fully remote operationally, and the pivot was seamless and successful.

Throughout all phases of the pandemic, we were proud to have **kept our staff fully employed**, with no layoffs or furloughs.

As a result of our extensive outreach and out-bound client service strategy, we **welcomed new clients** to our firm, even in the height of the crisis from early April through mid-June. We helped our new clients and our existing clients pivot their businesses to create new ways of marketing, servicing, all with the capacity to remain relevant in order to survive and thrive through COVID-19. Industries included **luxury retail**, **construction services**, **hospitality**, **non-profit organizations**, **municipalities**, **professional services**, **biotech/life sciences**, **commercial development**, and **food and beverage**.

Although our physical location was shut down for team and client use, we **continued to maintain the building** at the highest level. Our objective was to make our re-entry to the physical work environment just as seamless as our pivot to remote working.



COVID-19 RESPONSE TIMELINE

In our Company's 31 years, it never experienced such an unprecedented crisis. A global pandemic such as COVID-19 forces leaders to try and predict the unpredictable.

Deborah Penta, CEO

LATE FEBRUARY
TO EARLY
MARCH 2020

- Drafted and **finalized critical strategies** for plans to launch based on hypothetical circumstances of the ever-changing crisis with the objective of **keeping the company whole**.
- Developed **Covid-Specific Working Remote Policy**.
- Designed Integrated **Team-Centric Communications Plan**.
- **Invested in technology** for secure and efficient remote operations.

MARCH 23, 2020

- Governor Baker declared a "**Stay in Place Order**" for the Commonwealth of Massachusetts.
- **Deployed Phase I** of Working Remote Policy.
- Executed **Client Communications Strategy**.

LATE
MARCH 2020

- Implemented **Strategic Client Outreach Plan**.
- **Team Participation** in **Virtual Volunteering** Experience to Give Back to the United Way.
- Produced a video Public Service Announcement (PSA) featuring COVID Safty tips for the community.

EARLY
APRIL 2020

- Provided **Marketing and Financial Support** to Local **Non-profit** Organizations.
- Launched **Emerging Stronger Podcast Series**.
- Held Numerous **Virtual Webinars** to Help Companies Pivot their Marketing.

MID
APRIL 2020

- Developed and Distributed **COVID-19 Best Practices for Community Awareness** and via Social Media Channels.

LATE
APRIL 2020

- Developed **Reopening Strategy** and **Internal Communications** to Prepare for a Phased Safe Return of the Team.

JUNE 22, 2020

- **PENTA Team Returns to Offices** for Seamless Transition from Remote Work.

**LATE FEBRUARY
TO EARLY MARCH
2020**

Drafted and **finalized critical strategies** for plans to launch based on hypothetical circumstances of the ever-changing crisis with the objective of **keeping the company whole**.

Developed
**Covid-Specific
Working Remote Policy.**

Developed a **Comprehensive Reopening Strategy** with the CDC, Commonwealth of Massachusetts, and WHO guidelines.

Created a PENTA-branded **Reopening Guide** and Distributed to all Team Members.

Held a ZOOM Meeting to Review and Discuss the Reopening Strategy with Team, Answer Questions and Address any Concerns.



Days of
operation under
new pandemic
guidelines as of
June 1, 2020

300+



Number of
staff salary
reductions

ZERO



Number of projects
completed

700+



Number of COVID
cases at PENTA

ZERO



Number of virtual
meetings during
pandemic

1,300+



Number of staff
layoffs or
furloughs

ZERO



Number of days
closed

ZERO



Number of videos
produced

41



Number of
Volunteer
Hours Provided
to Community
Nonprofits
During COVID

100+



Number of
podcasts
produced

12

MARCH 23, 2020

Governor Baker closed down the state of Massachusetts.

Invested in technology, including **VPN**, for secure and efficient remote operations.

Deployed Phase I of the Working Remote Policy, preserved employment of every team member, and ensured a seamless transition. Even those who didn't necessarily have a role that was online dependent adapted to a new work model.

The company **held daily huddles**, for all departments, virtually. Communication was both transparent and constant throughout.



LATE
MARCH 2020

Some of our **client work changed** significantly and we pivoted services where needed to help those **clients survive**.

There was significant **outreach to all clients** on a daily basis to help them stay whole throughout the pandemic with **24/7 access to our CEO** for consulting or coaching as needed.

Many **program budgets were modified** to help struggling companies. We did whatever we could to **help our clients survive the climate** in new and unprecedented ways.

Nearly every member of our team participated in a beautiful **virtual volunteering experience**, reading our favorite childhood **storybooks on videos** that were then **distributed by the United Way** to those **children most vulnerable** and with no access to physical books, in the region's urban areas.



EARLY
APRIL 2020

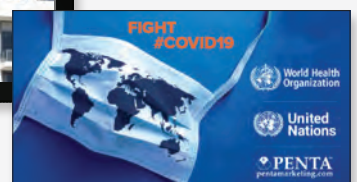
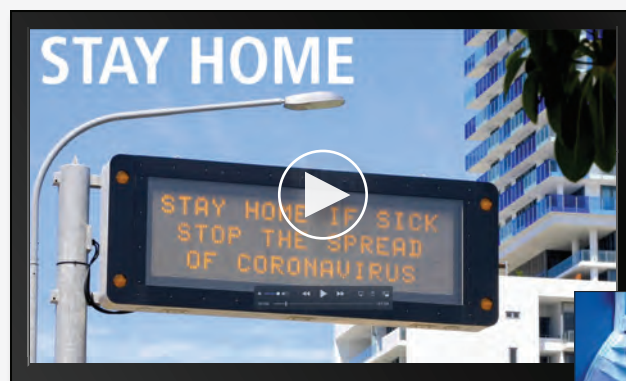
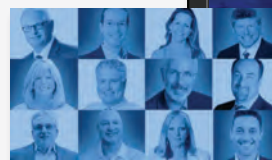
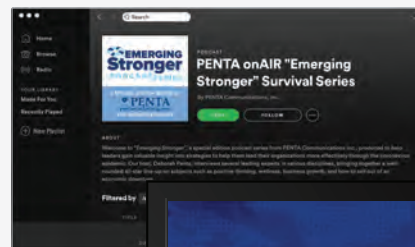
PENTA supported non-profits stronger than ever before, including donations to: The **Worcester Together Fund**, the **UMass Covid Relief Fund**, and with a major contribution to **YWCA of Central Massachusetts**, and provided probono marketing support to numerous community non-profit organizations.

We launched our **Emerging Stronger Podcast Series** bringing together world renowned experts to our clients and the business community offering guidance on such topics as **mental health**, **sales**, **marketing**, **stress**, and **corporate survival strategies** with a focus on emerging stronger from the pandemic.

Participated in over **1,300 Virtual Meetings** to support clients' survival and marketing efforts.

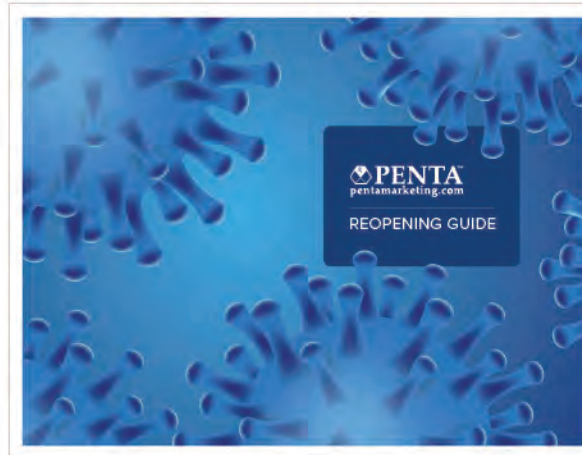
MID
APRIL 2020

Developed a **COVID-19 Video PSA** for the Community to **Build Safety Awareness**. This PSA was pushed through all social media channels.



LATE
APRIL 2020

Developed **Reopening Strategy** and **Internal Communications Plan** to Prepare the Team for a Safe Physical Return to the Building.



Celebrated the **5th Anniversary Commencement** of our **PENTA Marketing Mentor Scholars** by hosting a **Virtual Ceremony** that included our Lt. Governor, Congressman, Senator, and Representatives as well as leadership from the Westborough Public Schools.



JUNE 22, 2020

PENTA Team Returned to Offices for Seamless Transition from Remote Work.



PENTA Communications, Inc.

The PENTA Building
208 Turnpike Road
Westborough, MA 01581 USA

508.616.9900

www.pentamarketing.com



PENTATM
pentamarketing.com