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FOR IMMEDIATE RELEASE

**ECIA and Lectrix Host Webinar on Managing Your Components Brand in Uncertain Times
Thursday, April 30 | 1:00 PM Eastern**

Atlanta – ECIA will host a webinar April 30 featuring [Lectrix](#) CEO Graham Kilshaw, focused on brand management during an economic downturn.

To call Q2 2020 a period of uncertainty is an understatement. The economic downturn caused by an international health crisis has yanked the electronics industry with little warning from “business as usual” to “flatten the curve.” Social distancing requirements mean tradeshows, conferences, and other in-person events are cancelled for the foreseeable future, and slashed travel budgets and safety concerns may further delay a return to normal. Suddenly, many electronics companies’ primary means of showcasing their brand and promoting their products have been eliminated – leaving companies stranded.

This is a time when brands are made and lost, and a misstep in brand management can have disastrous, long term consequences. But lost business is not inevitable. Brands that recognize the true plight of their customers can take market share, grow mind share, and create companies that become truly memorable.

Join the webinar to examine the Do’s and Do Not’s of brand management in a downturn. Learn how three companies emerged stronger from periods of uncertainty by successfully marketing themselves while their competitors lessened their own efforts.

Sign up for this 30 minute webinar and **also receive a valuable decision making tool for managing budgets in recessions.**

[Register now!](#)

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.

About Lectrix

Lectrix is a sales strategy firm and full-service digital marketing agency. We have been serving components and electronics clients exclusively since 1971. To see our work, go to www.lectrixgroup.com.