

# The Reset - 10 Lessons From Lockdown for sport and entertainment

Issued by [Levergy](#)

21 Jul 2020

There has never been such a business imperative and creative opportunity to embrace change.



As we begin our tentative emergence from lockdown, a truth is becoming evident the world over, we don't just want to go back to the way things were.

The pandemic, for all its disastrous consequences has forced us to reflect and consider the changes that can and need to be made.

Top minds from across the global M&C Saatchi Sport & Entertainment network, including contributions from local agency, Levergy, have thus come together to assess what lessons can be learned from lockdown and the opportunities for change they offer in sport and entertainment marketing.

We'll be exploring each lesson further over the coming weeks, so make sure you keep an eye on Levergy's social media pages, but they give us hope that this can be a great reset rather than the start of a drift back to the way things were.

View the report here: [The Reset: Lessons from Lockdown](#)

- **Levergy honoured with Gold Warc Award** 22 May 2024
- **Levergy and Telkom lead South Africa at the Warc Awards** 15 May 2024
- **Levergy and ICC recognised among Africa's best** 12 Apr 2024
- **The power of passions displayed at the Marketing Achievement Awards** 4 Apr 2024
- **Levergy appoints Nomaswazi Phumo as head of strategy** 19 Jan 2024



## Levergy

Levergy is a leading sport and entertainment communications agency based in Johannesburg.

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