

### 1.2.1. Product contents

Basic idea: The information produced by the employers' organisation is specific and to the point. It covers all aspects of the topics in depth.

In determining the subjects, the employers' organisation should reflect on the member needs, the competition, and on its specific competitive advantages.

**Competition:** if some themes are widely and well covered, it may be redundant to put much time and effort in the redaction of texts which are hardly innovative

**Competitive advantages:** The employers' organisation has a number of competitive advantages over others:

- Frequent contacts with companies and practitioners
- Availability of a wide network of consultants- consultant firms who may wish for reputational reasons to work with the employers' organisation
- An international network which may reply to specific needs of company members which have international operations or transborder activities

These considerations have to be made within each national context, but may help to orient the efforts to specific niches for publications.

For the rest, variations exist. In size, long brochures which cover all aspects of labor law related to COVID-19, to smaller shorter publications on a more specific topic. Also variations in tone. Some are purely descriptive, others have sometimes also a prescriptive aspects, suggesting certain actions or behavior.

Examples:

- OSH rules in times of COVID-19
- Ways to deal with staff who is redundant. Alternatives for retrenchment
- Work at a distance or broader safer work in Corona times. Legal obligations and HR practices



