

Frank Discussions about business to business

In this digital age, there has to be a silver bullet answer to connect message and audience. Umm, so what is it then?

Whatever sector you work in, you're likely to be thinking and challenging how you connect your message to your audience. Tired of spending on Google ads, horrified by the never shrinking cost of print, scratching your head about how to go social, excited at the potential of the new and certain that everyone under 30 is too. There has to be a way of getting more out of fewer channels and the answer has to be digital, right? Well maybe.

So what is the new, digital something or other that's going to excite, engage and be the answer to all our prayers? What can the never static business-to-consumer world teach us and will it apply effectively to our rather different sectors and spaces? What will it mean for all the other channels and media we use too? We're all long on questions and short on answers, it seems.

Whatever the answer is, it won't be arrived at without considering message. If our media are 'always on' then surely our message must be constantly evolving too? And all of this probably demands a rethink of the concept of customer journey.

We have a point of view. You'll have some bright thoughts. Join us at our next Frank Discussion and see whether we're able to arrive at some answers.

What

For more information and to book your place, phone Michael Coleman on **020 7566 4900** or email m.coleman@frankbrightabel.com

Where and when

Thursday, 10 July, 4.45pm for 5pm start, 7pm finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Refreshments provided