



**Bright Talks** about business-to-business

## Does it all add up?

The year end in a rising economy is a great time to reset the budget. So how do you convince your c-suite to put more into your brand and marketing budget?

Whilst a global recession is a time to invest in your brand and communications, the chances are your budgets were slashed rather than supported. So now we're well on the way out of the recession, your budgets have returned to what they were and possibly increased, right? Well, probably not. "The future's digital and that costs less doesn't it?", "You've managed so well over the last 5 years" and "Well prove to me quantitatively that it works" are just some of the refrains.

As we pass what is half year results time for many organisations, our attention starts to turn to what lays ahead for 2016, and beyond. So how can you best reset your brand and marketing budget, reset your approach for a more optimistic approach and convince your c-suite that you're right?

We have a point of view. You'll have some bright thoughts. We'll all have a frank discussion. Together we'll see whether anyone has the answer.

*Where and when and how*

**Thursday 12 November 2015, 4.45pm for a 5pm start, 6.30pm finish**  
**Frank, Bright & Abel, 326 City Road, London EC1V 2PT**

*This is the first event at our new office – come along to see our better and bigger space!  
You will find us near the top of City Road, near Angel tube station.*

For more information or to confirm your attendance please 'phone Michael Coleman on **020 7566 4900** or email **m.coleman@frankbrightabel.com**

*Drinks and nibbles provided*