

**Bright talks** about membership organisations

## Are you in the club?

Everyone wants to belong, which means membership brands need to reflect their members. Does yours? In today's budget obsessed environment, membership organisations need to communicate value. Do you?

Hear about what the state of the world means for membership organisations, how the membership landscape shapes up, and who we think the runners and riders are, as well as the criteria that we've judged them against. We'll take a look at the brand and communications audit we've carried out, and discuss the 'winners' in greater detail. Above all, we'll consider what it means for how you manage your brand and communications in the future.

There has probably never been a time when membership organisations needed to communicate more effectively, yet the sector is perhaps not known for the strength of its brands. Who's doing well, who's doing less well and what can we learn from it? The launch of our first annual Membership Brands Monitor report tells all.

If you want to be in the club, join us at the event where you'll also receive your very own copy of the report.

*Where and when and how*

**Thursday 19 February 2015, 4.45pm for a 5pm start, 6.30pm finish**  
**Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA**

*Nearest Tube is Old Street and you'll find us on the square at the Great Eastern Street end of Tabernacle Street*

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

*Drinks and nibbles provided*