



Bright Talks about financial services

RDR: reputation, reputation, reputation

**In a bid to protect customers, has RDR undermined perceptions of financial services?
And what does it mean for how you message the more intangible aspects of your offer?**

The FCA's website describes the Retail Distribution Review (RDR) as 'improving clarity ... raising professional standards ... reducing conflict'. So was financial services murky, amateur and combative before it came along? It could be said that the very introduction of RDR has further undermined the already damaged reputation of the financial services sector. Even if RDR doesn't apply to your organisation, are you still tainted by association?

Either way it seems that communicating your value and values matters more than ever. How do you communicate something as intangible as the value of your advice, quality and professionalism? And whoever you are, how do you instill trust in a landscape that's been shaken to its foundations.

It's almost a year since the RDR was implemented. It's a good time to reflect on how it's landed and in particular, how it has affected the way in which financial services organisations communicate.

At our next Bright Talk, we explore some of the questions and answers. We'll be doing so together with specialist financial services research consultancy, Bdiffernt, who'll bring the interesting results of some recent research. There will be as much time to debate as there is to sit back and listen.

We hope to be joined by 15-20 financial services providers who care about messaging their organisations effectively, whether RDR applies to them or not.

What

For more information and to book your free place, contact:

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Where and when

Friday, 24 January 2014

8.15am for 8.30 start, 10am finish

Frank, Bright & Abel

93 Tabernacle Street, London EC2A 4BA

Breakfast will be provided