

Frank Discussions about business-to-business

Feeding the beast

It's hard enough to arrive at your message in the first place. So how do you keep it alive in the world of new channels and sticky content?

It's tough to find a central set of messages that are differentiating and that everyone buys into. It's harder still to ensure they are applied consistently and well. And the chances are you're only just getting your non marketing communications colleagues to take it all seriously.

Then someone changed the rules. Digital and social media demand dynamic messages. Annual reporting is becoming constant dialogue. So how do you keep up, feed the beast and make sure that you not only have enough to say, but that it's appropriate, interesting, engaging and consistent.

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

Friday, 29 November, 8.15am for 8.30 start, 10am finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Breakfast provided