

Frank Discussions about business-to-business

Are you receiving me, Houston?

How do you develop a salient message and get it heard in the hard to impress world of business-to-business?

It's hard enough to get the brand taken seriously by colleagues outside your department. It's equally hard to get them to rally around clear and defined messages. It's harder still to get to get those messages applied consistently where it matters. Especially since where it really matters are those hard to reach places such as bid documents, divisional communications and the (dreaded term) 'employer brand'.

So how do you develop a message that's salient enough to grab the attention of your colleagues and the cynical world beyond? And if you manage it, how do you ensure it reaches the parts brand messages normally don't reach?

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, 27 September, 8.15am for 8.30 start, 10am finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Breakfast provided