

Bright talks about financial services

Will it be a vote of confidence?

There is little confidence in financial services. And General Elections either talk it up or drive it down further. What are the opportunities and threats for financial services brands of the forthcoming Election?

The reputation of financial services brands can be tracked against general consumer confidence. And consumer confidence is unsteady in anticipation of the forthcoming election. There's not much hope of a return of it in the wake of the Election either since clear majorities seem to be a thing of the past.

So what can be done to rebuild trust and confidence? Is it about going back to basics and revisiting the strengths your brand was known for in better days? Or is that sweeping things under the carpet? Is going back to basics about being more 'Ryan Air' or rather more 'BA'? Should back to basics be ditched altogether for something with a bit more colour and personality? And what will finally win back everyone's vote of confidence?

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

Where and when and how

Thursday 23 April 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**

Drinks and nibbles provided