

**Abel Monitor 2016:** housing associations

## Are you housing a great brand?

Almost three decades after the stock transfer process began, housing associations have got their own house in order and are looking at new, and inventive ways of delivering on their social purpose. There are new challenges afoot.

A wider and eclectic array of audiences to connect with: financial community, local authority and other housing associations, developers, commercial housing, and customers that encompass a far broader demographic than ever before. If that wasn't enough, the Government's enforced rent reduction has thrown everything in the air. Mergers are likely to follow and whatever corner of the sector you operate in, you'll either need a new brand, a blended brand or simply ensure your brand and communications work much, much harder.

As a brand communications consultancy we know a thing or two about those challenges. So 27 January 2016 saw the event to launch our detailed Abel Monitor for housing associations. In partnership with Flagship Group's Director of Communication, we have reviewed the top 50 housing associations and tracked the effectiveness of their brands, and communications. Due to popular demand, we are re-running the event. Join us and see where your brand lands. If you're in the Top 5 or best in category, you'll receive an award in recognition.

It will be a great networking opportunity. You will receive our detailed report and a presentation about what it all means. And the event is free.

Sign up, join us and see whether your organisation is housing a great brand.

### *Where and when and how*

**25 February 2016, 4.45pm for a 5pm start, 6.30pm finish**  
**Frank, Bright & Abel, 326 City Road, London EC1V 2PT**

*Nearest Tube is Angel and you'll find us about 0.2 miles down City Road (towards Old Street), just past Wakely Street.*

For more information or to confirm your attendance please 'phone Michael Coleman on **020 7833 6444** or email **m.coleman@frankbrightabel.com**

*Drinks and nibbles provided*