

Frank Discussions: business-to-business

Branding in the real world

You rarely get to start with a blank sheet of paper. Or in the place you'd ideally like. And you rarely have a wholesale budget set aside to revamp your brand. So, in the real world, how can you make your brand work harder (or prove you need to)?

While you understand the importance of developing your brand, convincing those around you is often difficult. Investing in your core brand may be seen as too intangible ("where's the actual deliverable?"). Or it's thought that addressing your brand means changing the logo. And with multiple initiatives already in place, there's always a reason why 'now's not the right time'.

Getting around this often requires some clever thinking. You need to find alternative ways in. But what are they?

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

Where and when and how

Thursday 14 April 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