

Frank Discussions: business-to-business

Putting thought leadership at the heart of marketing

Having a point of view in our changing world has real value. Embedding it in your marketing can take your communications to a whole new level. So how do you create a view worth sharing and once you've got it, how do you get the most out of it?

Too much marketing is about features and benefits, case studies and capabilities. The problem is that how you're differentiated and what makes you distinctive just doesn't shine through. Above all, the traditional approach is all about you and not about what you think, and what this means for your audience in our ever more complex and fast moving world.

Thought leadership is nothing new. From the most respected management consultants to the most up and coming start-ups, it is effective. So how do you develop a point of view, and how do you express it in an interesting and engaging way? How do you produce a sufficient number of insights to use them as the engine for your marketing and communications? And how do you keep it all going?

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

Where and when and how

Thursday 25 May 2017, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT

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

Drinks and nibbles provided