

Frank discussions: business to business

Managing global from the UK

Whether you have to work within the boundaries of a global brand developed elsewhere in the world, or you're responsible for a brand that has to work globally, balancing global consistency with local nuance is a tricky path to navigate.

What works for one region may not work in another. One region's view of international might not be the same as another. It's a minefield of cultural diversity, subtle nuance, assumptions and differing levels of marketing sophistication.

So, what do you do? How do you bridge the head office and regional divide? How do you win the freedom to do something that works for your market when it was developed elsewhere? How do you bend the rules enough without breaking them? How do you understand and respect cultural differences throughout Europe, let alone the rest of the world? And how do you manage the different levels of marketing sophistication without undermining your brand or team?

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

Where and when and how

**Thursday 28 September 2017, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT**

To register for the event email m.coleman@frankbrightabel.com

Drinks and nibbles provided