

**Frank discussions:** business to business

# Managing the impact of technology on how you communicate

**As technology automates more of what you do, how do you maintain the human touch and message the impact of technology, so it excites and engages your audiences, rather than discouraging and alienating them?**

If you're a technology business, it can be challenging to work out how to communicate your message to less technical audiences. And unless you're a certain right-on, Silicon Valley business, it can be even more challenging to communicate in a way that excites and is believable. If you're not a technology business, the chances are technology is becoming an ever more important part of your offer and it can be even harder to work out how to build the message into your brand, marketing and communications. Whoever you are, if you're business-to-business then the concept of technology might jar with a world that is still so much about human relationships. Or does it?

Whether you're a tech business or a business becoming more reliant on technology, how do you build that focus on technology into your brand and communications? How do you keep the message current when technology changes almost every day? How can you engage your workforce when technology is replacing bums on seats? Above all, how can you communicate technology in a still very human world?

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 19 April 2018, 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](mailto:m.coleman@frankbrightabel.com)

*Drinks and nibbles provided*