

2018 calendar upcoming events

# Discussions, Dialogue & Debate

Our events provide a forum for debate on the branding issues that organisations face in different sectors. The format is relaxed: We provide opening thoughts to a group of like-minded people, then we chat about it.

To register for one of our events, please contact Michael Coleman:  
**m.coleman@frankbrightabel.com T +44 (0)20 7833 6444**

## Brand architecture made easy

**Thursday 26 April – 5pm**

The goal of brand architecture is to communicate your offer in a clear and coherent way. But getting there and managing your family of brands couldn't be harder. How do you overcome fiefdoms and emotions, create the coherence, and engage the relevant individuals along the way?

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## Building your collateral suite around your audience not your business

**Wednesday 26 September – 5pm**

Without a well thought through communication hierarchy, your collateral can look relentlessly similar or entirely incoherent. How do you ensure you've got a suite of material that meets the needs of your audiences, and not the needs of your internal structures?

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## Managing the impact of technology on how you communicate

**Thursday 21 June – 5pm**

As technology automates more of what you do, how do you maintain your human touch and talk about the impact so it excites and engages your audiences rather than terrifies and alienates them?

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## Getting beyond the cynicism of employee engagement programmes

**Wednesday 7 November – 5pm**

Opinions of employee engagement programmes vary based on priorities and personal experiences. How do you land your programme so it ticks all the right boxes for your key stakeholders, and creates the change you need?

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