

**Frank discussions:** business to business

# Building your collateral suite around your audience not your business

**Without a well thought through communications hierarchy, your collateral can look relentlessly similar or entirely incoherent. How do you ensure you've got a suite of communications that is built around your audiences and not the shape of your internal structures?**

If you've read past the headline of this invitation, the chances are your suite of communications just doesn't quite work. You might not even understand why. Perhaps everything looks relentlessly the same and it's hard to separate one type of communication from another. Conversely, maybe there's no discernible system at all and your communications look like they're from a multitude of organisations, not just one. You may have brand guidelines that get in the way, rather than support effective communications.

Whatever your challenge, you need a system – a communications hierarchy – to inform your suite of communications, keep them consistent and coherent, as well as ensuring your approach is flexible enough to work for multiple audiences, touchpoints, channels and media. So how do you build one? How do you square what your audiences want to hear with what you want to tell them? How do you create consistency without creating a straightjacket? And how do you make it all manageable?

We have a point of view. You'll have some bright thoughts. Together we'll have a frank discussion and find the answers.

*Where and when and how*

**Wednesday 26 September 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*