

**Frank discussions:** business to business

# Getting beyond the cynicism of employee engagement programmes

**Opinions of employee engagement programmes vary based on priorities and personal experiences. For some they've seen it all before, for others it's one of many initiatives they've got to deal with, and for those holding the purse strings, they're probably questioning the value of it altogether.**

If you're about to embark on an employee engagement programme, you'll be well aware of the cynicism. You'll no doubt want to make sure that what you do fits with, or helps make sense of, everything else that's going on in your business. And that's not all. What if you've got an audience spread throughout the country (or world) that doesn't work in a conventional office? How do you create a meaningful dialogue, so your employees don't feel they're being sold to? How do you ensure your programme stands out, particularly if you have to use your existing channels? What about ensuring the teams delivering the programme are aligned?

In this frank discussion we'll look at some of the main challenges employee engagement programmes face and share some of our experiences and observations. We don't expect to have all the answers, let alone exhausted all the questions, but together we can share, discuss and pave the way to better engaged workforces.

*Where and when and how*

**Thursday 8 November 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*