

2019 calendar upcoming events

# Discussions, Dialogue & Debate

Our events provide a forum for debate on the brand and communications 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:  
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## Brand management in a fluid environment

**Thursday 7 March - 5pm**

Change is the new constant in so many respects, and technology is just one of them. So how do you manage your brand in an environment that's ever changing and how do you future proof it, when anything is possible?

## Employer brand: the good bad and the ugly

**Thursday 2 May - 5pm**

Whether you call it your employer brand or simply what your brand means for your people, there's no question that getting it right is key. So who's doing it well, who's not quite hitting the mark and what lessons can we learn from them?

## Professional services: Branding in a partnership structure

**Thursday 13 June - 5pm**

With an unclear future and the need for greater purpose, professional services companies have an opportunity to be clear about the role they play. But how do you create one aligned view and ensure the brand reflects the quality on the inside, where many have a controlling interest?

## Branding by stealth

**Thursday 11 July - 5pm**

There are many reasons why securing budget for 'a brand project' can be tricky. The good news? There are plenty of ways to address elements of your brand within a project who's stated goal is to deliver something different and more tangible (and is therefore seen to have more value internally).

## Employer brand: Cutting through the clutter

**Thursday 10 October - 5pm**

Creating a brand that attracts and retains talent and helps people understand what's expected of them, and what they should expect in return, is essential. Doing so with stand-out, coherence and continuity is key to ensure your people not only get it but know that your business is serious about it.

## Marketing communications: making the complex simple

**Thursday 14 November - 5pm**

The world of B2B marketing is different. You spend so much time navigating the complexities, it's all too easy to reflect the intricacy on the inside, when you market it to the outside world. So how do you focus your marketing communications on the core messages that really matter?