

Frank discussions: business to business

Professional services: Branding in a partnership structure

Branding and communication in partnership structures has its own challenges. As firms try to stand out many are falling into similar traps.

In a bid to come across as the biggest and best, partnerships are failing to capture and communicate their purpose well, if at all. A long and illustrious history might be important and provide credibility but talking about the past doesn't mean you'll be relevant for the future. Given human relationships are essential, many brands are devoid of people. And just because the world is becoming more complex, it doesn't mean your brand should be complex too.

If this isn't challenging enough, you also have to convince a collection of personally invested individuals to spend on getting it right (whilst explaining that brand is more than just the name above the door and the paint on the walls).

In this Frank Discussion we'll explore some of the opportunities and some of the challenges in professional services branding. Join us on 13 June to share your thoughts and views.

Where and when and how

**Thursday 13 June 2019, 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

Drinks and nibbles provided