



Frank discussions: business to business

Marketing communications: making the complex simple

The world of B2B marketing is different. You spend so much time navigating the complexities. It's easy to reflect the intricacy on the inside, when you market it to the outside world. How do you keep your focus where it should be: on your audiences and what they want and need to hear, not merely what you want to tell them.

Whether you're developing a campaign, building a suite of collateral, considering your website navigation and experience, defining your brand architecture or nailing your brand, it's all too easy to get it wrong. In the world of B2B, your offer is inevitably complex, and reflecting those layers of complexity in your brand, communications and marketing is a common pitfall. After all, stripping it all back to what really matters is tough when it all feels important. Companies often base their brand, communications and marketing on what they want to say, rather than what people want to hear.

So how do you turn it all the right way round? And how do you determine what to leave out and how to make what's left, as compelling as possible?

We'll reflect on all these issues and try and find a few answers. Join us on 14 November with your questions and thoughts.

Where and when and how

**Thursday 14 November, 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