

2020 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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## Branding and marketing in professional services: who's getting it right?

**Thursday 5 March – 5pm**  
**Thursday 19 March – 8.30am**

The lines between professional services brands are blurring. Join us as we review the latest sector trends, see how the best are differentiating themselves, what they're doing to stay relevant and how they're attracting the best talent. Then ask yourself how you can sharpen your brand stand-out?

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## Harnessing your employer brand during challenging times

**Thursday 30 April – 5pm**  
**Thursday 14 May – 8.30am**

Whether it's because of external factors (don't mention the Br\*xit word!) or your own organisational challenges, businesses go through difficult times. Your people will be key to getting you through them, so how can your employer brand and employee communications help steady the ship?

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## Marketing communications in the real world

**Thursday 11 June – 5pm**  
**Thursday 25 June – 8.30am**

With constrained budgets, a complex offer to promote in a nutshell, a dizzying array of channels to choose from and 5 generations in today's workplace to communicate with, marketing has never been more challenging. So how do you get more for less out of your marketing communications and ensure they perform?

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## Bringing your brand to life

**Thursday 2 July – 5pm**  
**Thursday 16 July – 8.30am**

Defining your brand is one thing, but if you don't properly implement, activate and embed it, it will have limited value. So, whether it's within your internal culture, client experience, your communications or elsewhere – how do you bring your brand to life in all the places it needs to work?

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## Employer brand: the good, the bad and the ugly 2020

**Thursday 8 October – 5pm**  
**Thursday 22 October – 8.30am**

Our annual review of what's going on in the world of employer brand takes a comprehensive view of the best (and the worst) of employer brands, EVPs, how they're communicated and brought to life (or not), as well as how they're nuanced for different audiences and environments. If you value your workforce and want to make the most out of attracting the best of the best to your organisation, can you afford to miss this?

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## Making light work of the hardest brand challenges

**Thursday 12 November – 5pm**  
**Thursday 26 November – 8.30am**

Attention often falls on what the brand looks like – it's the glamorous side of branding – when arguably, focusing on things like your proposition, brand architecture and messaging are just as important. After all, isn't it the hard things that help your brand sing and make it great?