



Oracle – agenda, delegate list & table plan

Topic: How does branding fit within your strategic plan?

Taking part:

- Sara Blackwell, Practice Manager, Greenwoods Solicitors
- Dave Ellis, Director, Absolute Design
- Sarah Farrand, Marketing Manager, Rothera Dowson Solicitors
- Carley Ferguson, Marketing Manager, Harvey Ingram LLP
- Pauline Nicholls, Marketing Manager, Deloitte & Touche
- Kate Rudd, Marketing Manager, Freeth Cartwright LLP
- Mandi Short, Partner, The Progressive Business Group
- Mat Slade, Partner, Head of Business Development, Fidler & Pepper
- June Smallwood Rose, Client Services Director, Shoosmiths
- Carol Smith, Regional Marketing Manager, Savills

Organisers:

- Maggie Taylor, Principal, Prima PR & Marketing
- Brigid MacDermott, Partner, The Progressive Business Group

Running order

12:00 – 12:15pm	Arrivals, drinks, meet and greet and select food
12:15 – 12:35pm	Starters served and scene-setting - Maggie Taylor, Principal, Prima PR – followed by roundtable introductions
12:35 – 12:45pm	The branding agency perspective – Dave Ellis, Director, Absolute Design
12:45 – 1:40pm	Structured discussion over lunch
1:40 – 1:50pm	Summing up – Brigid MacDermott, Partner, The Progressive Business Group
1:50 – 2:00pm	Photography outside (weather permitting)
2:00pm	Close

Round the table

Why and when to rebrand? - what is the reason, is there a clear strategy, how do you create an effective brand identity and values v simple name / logo change? ***How can you differentiate yourself?***

Internal communications - How do you get buy in, how can you build an appreciation of what your branding really means and get everyone to “live” the brand and reflect core values?

External communications – can your brand create an emotional connection with your clients? How do you reinforce the differentiation and how is the brand being perceived?

In our introductions, Dave Ellis will address the topic from an agency’s perspective, looking at how he works with firms on brand strategy through to creating a brand identity - providing some useful tips along the way. Maggie and Brigid will address the topic from their respective disciplines including the issues around brand management and integrated communications strategies.

Seating plan:

↙ *Entrance Door*

Sarah Farrand
Rothera Dowson

Brigid MacDermott
The Progressive Business
Group

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Jo Sandall
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