



THE GLOUCESTERSHIRE BUSINESS SHOW

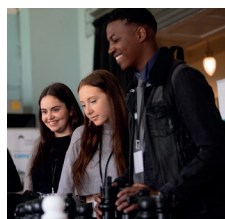
Gloucestershire's Festival of Business & Innovation

#GBS20

Headline Speaker

**Thinking about Brand –
Some real-life journeys**

Wednesday 10th June, 11:30am



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Cheltenham Town Hall, Imperial Square, Cheltenham, GL50 1QA

In association with

nettl
of Gloucester & Cheltenham

Lex Beckett – Squashed Robot Films

Neil Morgan – Neil Morgan Design

Neil Stone – Smart Survey

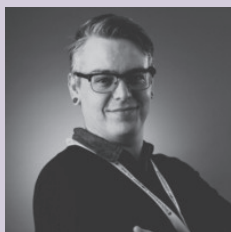
Eoin McQuone – Go Climate Positive



Wednesday 10th June 11:30am

Thinking about Brand – Some real-life journeys

So what goes into thinking about your brand? How do you start the process, what does the journey look like and how do you make certain that the end product is really going to add value to your business? Lex Beckett of Squashed Robot Films is joined by Neil Morgan who is coordinating our 2020 thinking about brand, Neil Stone from Smart Survey and Gloucestershire business people who have recently been on this journey to find out how it worked, what they learnt in the process and whether the end result was what they were expecting. We all have a brand, it's value and how people view it is critical to how we move forward. Our Town, our county also and it all has a huge effect on our businesses and the opportunities we have. We're looking forward to welcoming you into the discussion and understanding better how with think about Brand.



Lex Beckett

Lex Beckett's business, Squashed Robot Films is a Films, Photography and Animation agency based in the heart of Cheltenham that has been making great content for businesses across the UK and internationally for a number of years now. In 2014 he picked up a BAFTA nomination for his work on a short film.

Book your tickets for this event

<https://thinking-about-brand-some-real-life-journeys.eventbrite.co.uk>