



#BI20.2

BUSINESS INSIGHTS

An Online Festival of Business & Innovation

LIVEstream

Creating Brand – Trust & Recognition

Wednesday 18 November, 3:00pm

Book your tickets

http://bit.ly/BI20-2_Gloucestershire-Focus

If you have any questions for the panel prior to the event, you can email them to BI20.2@business-shows.co.uk (please quote the event title in your email).

Cathryn Hage – Pentacom PR & marketing

Neil Morgan – Neil Morgan Design

David Jackson – Manager, Marketing Cheltenham

Chris Nyland – Nettl

Michael Ellyatt – Brand, Creative and Communications Strategist

Pentacom PR & Marketing Communications

nmd
Neil Morgan Design

nettl

**Marketing
Cheltenham**

Wednesday 18 November, 3:00pm

Creating Brand – Trust & Recognition

Brand is one of the most important assets for any business or organisation. When customers and prospects interact with our brand – whether visually, in conversation, emotionally or by reputation, how do they react? Will they immediately recognise the brand or will they struggle to position the business and the services or products it offers? If they do recognise it, what is their immediate emotional response? Good, bad or indifferent? Why is that and how did we get to that point. Importantly, how did they arrive at that reaction? Do our customers, trust our brand and what it says about how and why we do business? A panel discussion chaired by Cathryn Hage from Pentacom PR & Marketing covers these important questions and aims to shed light on how people perceive brand and how we can influence them in their thought process.



Cathryn Hage

Cathryn is a freelance marketing professional having worked across the communications spectrum for clients in B2B and B2C. Her experience has touched many industries including engineering, health & wellbeing, food & beverage, electronics, clothing and

sport. With her roots in PR and the written word, she can often be seen on social media and blogging as digital marketing content forms an important element of work today. Cathryn is very active in fundraising as a Trustee of the Pied Piper Appeal children's charity, and also holds vice chair and sponsorship at Cirencester Rugby.

Book your tickets for this event

http://bit.ly/BI20-2_Gloucestershire-Focus