



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BI21.1 / International Focus

LIVestream

Creating Brand – Cultural Relevance

Tuesday 19 January, 12:30pm

Book your tickets

https://bi21-1_creating_brand_-_cultural_relevance.eventbrite.co.uk

If you have any questions for the panel prior to the event, you can email them to BI21.1@business-shows.co.uk (please quote the event title in your email).

Lex Beckett – Squashed Robot Films
Janina Neumann – Janina Neumann Design

Tuesday 19 January, 12:30pm

Creating Brand – Cultural Relevance

Internationally speaking, our Brand can have unexpected connotations and implications. We design it as we review our business from our own business perspective and for the culture and markets that we are used to. But what happens when you project internationally? Do certain words have different meanings? How is colour perceived subconsciously in different cultures? How do you go about meeting new contacts, what is the norm for saying hello and getting to know people? Should you expect to fit completely into the culture you're approaching, or is there a sensible path where you meet in the middle and work on a mutual cultural understanding with your new international prospects?



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. Lex is passionate about producing content which delivers results for their clients – no matter what their sector, industry or market share.

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