



THE
**GLOUCESTERSHIRE
BUSINESS SHOW**

Gloucestershire's Festival of Business & Innovation



**BUSINESS
INSIGHTS**

An Online Festival of Business & Innovation

#GBS21 | #BI21.3 – Gloucestershire
Clockwise Offices Cheltenham & Online

LIVestream

#BI21.3 Brand – Marketing Matters

Thursday 20 May, 3:45pm

Book your tickets

<https://bi213-brand-marketing-matters.eventbrite.co.uk>

If you have any questions for the panel prior to the event, you can email them to
BI21.3@business-shows.co.uk (please quote the event title in your email).

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#BI21.3 Brand – Marketing Matters

Marketing, like brand, can sometimes be a misunderstood term. As businesses come out of lockdown and start to recover after the effects of a worldwide pandemic, it is imperative that they have a robust and workable marketing strategy. This session will discover the importance of marketing and the value that it can add to a company's profile and ultimately sales and turnover. The panel will address all aspects of marketing, looking at strategy, what channels of communication are best suited to different marketing requirements, how results can be monitored and assessed and the synergy between brand and marketing.



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.



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