

Communicating your brand, 8 July 2015, Cardiff CF10 1DY

Programme:

09:30 – 10:00: Registration, tea/coffee and Danish pastries

10:00 – 10:05: Welcome

10:05 – 10:35: 'Feeling brands' - Anna Lewis, Head of Strategy Stills

Anne will be exploring emotion and its relevance in branding today. To properly connect with people, brands need to reach their audiences on an emotional level. In a world where people expect more from brands than ever before, how can we make a deeper emotional connection through our brands?

10:35 – 11:05 Freddie Ossberg, Founder and Managing Director, Raconteur

Today, 93% of marketers say they connect their content directly to a product or service – but 71% of business executives say that they don't like content that seems more like a sales pitch than valuable information. This mis-match points to the biggest problem in brand publishing – marketers are trying to sell, but their audiences are seeking quality knowledge and information from anything they spend time reading. Freddie will discuss the role of journalism in content marketing.

11:05 – 11:20 Comfort break, tea/coffee and biscuits

11:20 – 11:50 Liz Doig, Founder and Owner, Wordtree – Dobbies case study

When people think "brand" they think "visual identity" – logos, colour palettes and typefaces. But a brand isn't just about the way an organisation looks – it's about the way it feels, thinks and acts every day. Wordtree will be talking about how they helped to reposition the garden centre chain Dobbies by creating a distinct tone of voice for the brand, as well as new names and a customer service and experience model.

11:50 – 12:20 Christine Cawthorne, Content strategist and digital copywriter, Crocstar

Christine will present 'How to write for social media'. Putting the theory into practice - how do you make your social media posts relevant and engaging? Christine will take you through her tips, learned the hard way from several years as a homepage editor and social media manager.

12:20 – 12:30 Question and answer session