

Brand and financially literate

17/03/16. Westminster Business School, University of Westminster, 35 Marylebone Road, NW1 5LS

The fifth event in our professional marketer series looks at the way words as well as deeds have a crucial role to play in building brands that people fall in love with – from the naming of brands through to a consistent tone of voice across all communication channels.

We will then turn our attention to the numbers - why it is a good idea for marketers to talk the same language as the CEO and CFO, specifically being able to justify how marketing contributes to the creation of a sustainable stream of cash flows and brand value.

Agenda

- 18:00 Registration and refreshments
- 18:30 Words Matter: Neil Taylor, The Writer
- 19:15 Numbers Matter: Julian Dailly, Morar
- 20:00 Buffet and networking
- 21:00 Finish

Speakers



Neil Taylor is creative partner at The Writer, the world's largest language consultancy. They help brands all over the world define their tone of voice, roll it out, make it stick, and measure the benefits. He is also the author of 'Brilliant Business Writing', and pops up on CNN and the BBC talking about language and brands.

In his own words he's also a linguistics geek with minor obsessions with Belle & Sebastian and Doctor Who.



Julian Dailly is a Director at Morar and a highly experienced researcher, business and brand strategist as well as a trained accountant. He has 15 years' experience working with businesses on strategic brand and marketing assignments, including brand valuation and the business case for change and performance management. At Interbrand, Julian was Global Director of Brand Valuation, responsible for the development of Interbrand's Top 100 Best Global Brands and for developing several pioneering techniques for the valuation of non-profit organisations. Past and current clients include Fitness First, Burberry, Aviva, MOO, New Look, Barclays, Samsung,

Hyundai, BBC, British Council and IBM.

Other previous roles include Finance Controller at Ford Motor Company and Strategy Manager at Sainsbury's supermarkets. In addition to working in the for-profit sector, as Marketing Director, Julian led the brand and fundraising turnaround of RLSB, a London-based charity helping visually impaired young people and their families.