

Open Seminar: 4 - 5:30pm Tuesday 27 May

In a business environment increasingly dominated by brand awareness and customer service, how do organisations ensure that the brand they have spent millions creating is reinforced at every step of the customer relationship? Hamish Pringle, Director General of the IPA and author of *Brand Manners*, recommends that organisations create a close relationship between corporate strategy--tactical business decisions--and branding--the way that your company's people deal with each other, with partners and with customers. It's a deceptively simple idea, and the arguments are complex, though Hamish takes a step-by-step approach to ensuring that people "live the brand"...in other words, act in a manner that reinforces the values that marketing has led the customers to expect. *Brand Manners* won't enable you to create a brand from scratch, but it might just help to protect and revive the one you already have.



Hamish Pringle

Hamish graduated from Trinity College, Oxford, with a degree in PPE in 1973.

He has worked at a number of agencies including Ogilvy, BMP, Publicis, AMV, Leagas Delaney, KHBB and Saatchi & Saatchi.

In 2001 he was appointed IPA Director General.

He has co-authored two books, '*Brand Spirit: How Cause Related Marketing Builds Brands*', and '*Brand Manners: How to Create the Self Confident Organization to Live the Brand*'.

IPA

The IPA is the trade body and professional institute for leading agencies in the UK's media, marketing and advertising industry. www.ipa.co.uk

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To register, please FAX your contact details on 665095; EMAIL c.goode@ibs.ac.im, or TEL 693709

Attendance is free of charge, however places are limited and will be on a first come, first served basis.

Name: _____ Date: _____

Tel: _____ Email: _____

Company/Organisation: _____ Position: _____

On receipt we will confirm (by telephone or email) if there is a place available.