

free one-on-one
communications
advice for SMEs



brandboost

Have you recently started a new business but don't know how to tell the world you exist?

Are you an established business struggling to define what you have to offer potential customers?

If the answer to either of these questions is 'yes', Brand Boost is the event for you!

Branding and Public Relations can be scary concepts when you first start out in business. You've heard the phrases and you know you should do something about it but let's face it, you've got more important things to worry about.

Getting your branding and PR strategies right from the outset can pay dividends when it comes to raising awareness, building your reputation and ultimately increasing sales.

At a 45 minute Brand Boost session, you'll work with experts with over fifteen years combined experience in branding and PR to help get your business moving in the right direction.

Here's what you can expect on the day:

- **A 'getting to know you' exercise** to identify what level of support your business needs
- **Expert advice and idea generation** to inform your branding and communications strategies
- **10 top tips** to take away on how to create a name for yourself and set yourself apart from the competition
- **A mini-workshop** where our experts will help you resolve a specific communications challenge relating to your business
- **Insights and lessons** in communication from the public sector, big brands and household names

And that's not all. If you like what you hear and would like to take it further, our experts will draft an individual branding and PR strategy for your business to set you up for the year ahead.



what's?

Anna Zachariassen is the owner and director of Thrive Media Services, a London-based consultancy specialising in providing strategic PR support for start-up businesses and entrepreneurs.

Anna set up Thrive earlier this year following a ten-year career in central Government. During this time she advised prominent politicians and senior officials at the DWP, the Home Office and Defra on how to get their messages across in the media.

Having launched a start-up company herself, Anna recognises the challenges facing small business owners as they juggle competing priorities in those first vital months and years.

Realising that 'one size doesn't fit all', Anna devised Thrive's unique three tier approach to PR with packages of support developed according to the businesses unique situation and budget.

Current Thrive clients include start-up businesses in the event and hospitality industry, an environmental planning consultancy and an entrepreneur working in the charity sector.

Why just survive, when you can Thrive?

www.thrivemedia.co.uk

Adam Mileusnic is the owner and director of twentyfiveandahalf, an award-winning design studio based in Manchester, who offer creative design that transforms brands, behaviours, spaces and places.

Over twentyfiveandahalf's first two years they have built up a wide-ranging client list, including local councils, national and international charities, cultural organisations and the NHS, as well as private sector companies from PLCs to SMEs.

Prior to setting up twentyfiveandahalf, Adam worked for one of London's top branding agencies on exciting projects from the branding of boutique hotels through to creating a travelling mobile store from recycled shipping containers, for clients including Puma, Apple and Virgin.

This has allowed Adam a unique insight into the differences between sectors, and the possible lessons that each one could learn from the other.

This invaluable knowledge helps him to pitch innovative strategies to solving client problems, as well as having the technical tools that are so necessary when bringing these ambitious projects to life.

www.twentyfiveandahalf.com

who?

Brand Boost is being held on the following dates. Places are limited so get booking!

Leeds

Monday 8th August
Sessions between 9am and 6pm at:
The Deal Room
Restaurant Bar and Grill
3 City Square
Leeds LS1 2AN

Manchester

Wednesday 10th August
Sessions between 9am and 5pm at:
The Private Room
Restaurant Bar and Grill
14 John Dalton Street
Manchester M2 6JR

Booking

To book a place, please e-mail us on anna@thrivemedia.co.uk with your contact details and a brief introduction to your business. We'll get back in touch as soon as possible to arrange a time that suits you.

Find out more

Contact us if you'd like to know more.

Adam:

hello@twentyfiveandahalf.com
0161 306 8535

Anna:

anna@thrivemedia.co.uk
07949 924303



when?