

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

### **Speakers:**

**Anna Lewis** is Head of Strategy at Stills. She works with clients to define their brand proposition and build a strong foundation for communications and operational delivery of the brand. Her clients include the BBC, Visit Wales, PHS and Cancer Research Wales.

**Freddie Ossberg** is the Founder and Managing Director of Raconteur, producer of special reports for The Times and Sunday Times. In addition to winning Young Entrepreneur of the Year in 2010, he has led the company to be shortlisted for awards such as Fast Growth Company, Print Product of the Year and Independent Publisher of the Year due to Raconteur's exponential growth in the special reports niche and expansion into custom publishing, market research and online content. Chat to him about content marketing, premium publishing and all things film at @FreddieOssberg.

**Liz Doig** is the founder and owner of Wordtree – a brand and communications consultancy in Cardiff Bay. Wordtree works with high profile clients all over the world – including Coutts, Clearblue, Standard Life, Shelter, Langs whisky and Marks & Spencer - on branding, tone of voice, messaging, naming and writing projects.

**Christine Cawthorne** is Content strategist and digital copywriter at Crocstar with a background in journalism at the BBC. Having worked as a homepage editor for Yahoo, AOL and BT, she translated this experience into writing content and managing social media accounts for brands in her company, Crocstar. Clients include Pizza Hut, Paul Smith, Nokia, Boots and many smaller companies. Christine has also trained hundreds of people in government departments and agencies about user-needs and how to write for the web as part of the GOV.UK project. She combines her passion for stories with a keen interest in how people actually use and consume content digitally.