

Home > Business

Telegraph Festival of Business 2016: Cath Kidston boss Kenny Wilson says Government must keep 'Brand Britain' strong to help businesses succeed post-Brexit

3:05pm

Second breakout session: Marketing for success

Matt Caines, Telegraph Connect Editor, is mediator on the panel, which includes: Chris West, founder of Verbal Identity; Ryan Kohn, co-founder of Propercorn; and Charlotte Semler, co-founder of Votary Skincare.

Journalist Andrew Cave reports:

Andy Cave
@Andycave

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Language shapes thought says Al Hussain. The words we use shape the way we think. Eventually driverless cars will just be cars #fob2016

2:10 PM - 8 Nov 2016

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Every time we have to name a product we do it in 20 mins, says Votary Skincare co-founder Charlotte Semier #fob2016 We know what will work

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