

Dear IOD Member / Guest

I am please to inform you of our next [Gloucestershire@Six](#) event, which will take place at Twentyfive, Quedgley, Gloucester. The event will take place at 6pm on Monday 23rd March and is open to both members and guests of the IOD and directions can be found at <http://www.twentyfive.co.uk/contact-us/>

The evening will be a chance to hear how you can not only survive, but thrive in this economic climate and drive value and profit in your business. There is also the opportunity to network informally with IOD members and their guests and get to see behind the scenes of a local Gloucestershire business.

About TwentyFive

The traditional view of brand is of a graphical representation of a product or company. However, Twentyfive believe it's no longer enough to just stand out in the crowd. To succeed in the 21st century, business must build long-term relationships with customers who return time and again. Their view is that brand is the culmination of a person's total experience of an organisation, good or bad and therefore runs through the entire organisation. Twentyfive specialise in brand strategy that brings benefits that include maximising profitability, increasing customer retention, managing overheads and much more. By aligning strategy and tactical activity, you will be able to position your business for maximum competitive advantage.

Other IOD Gloucestershire@Six events for your Diary

Date	Venue	Location / Map	About Host
20 th April	Clydesdale Bank, Gloucester	Clydesdale Bank Epsilon House, The Square Gloucester Business Park Brockworth, Gloucester Tel: 01452 631900	Corporate / business Banking
18 th May	Hotel du Vin, Cheltenham	www.hotelduvin.com	Luxury boutique hotel
22 nd June	BJC Europe, Cirencester	http://www.bjc-europe.com/	Change management consultancy
20 th July	Elander, Cheltenham	Rodney Road, Cheltenham, Glos	Property development company
Summer break			
15 th September	TBC	Hereford & Worcester jointly hosted event - TBC	
19 th October	Xograph, Tetbury	http://www.xograph.com/	Healthcare medical equipment supplier
23 rd November	Isbourne Foundation, Cheltenham	IT Schools Africa (ITSA) & The Isbourne Foundation - 4 Wolseley Terrace Cheltenham http://www.isbourne.org/	IT Charity Education Charity
Christmas break			

My best regards

Richard