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## NEWS: THE BRAND UNION LAUNCHES 'BRAND TALKS'

Date: 02 February 2012

The Brand Union is hosting its first ever 'Brand Talks' event at its London headquarters on Monday 13th February with an evening of discussion and debate on brand partnerships in sports. The invitation only event takes the form of a panel discussion featuring 92 times New Zealand All Blacks Rugby Captain - Sean Fitzpatrick, Vice President of Marketing Communications Consumer Marketing Europe for Sony - Ben Moore and CEO of The Brand Union UK & Ireland - Toby Southgate.

The evening, hosted by sports presenter Matt Lorenzo (Sky Sports, BBC, ITV, Channel Four, GMTV) takes place at The Brand Union's Farringdon headquarters and will explore the ways in which strategic partnerships, sponsorship and alignments can add value to the reputation of a brand.

Speaking of the event, Laura Taylor, Worldwide Head of Marketing & Communications at The Brand Union said "This is the first time we've brought together leading figures from three connected industries to talk in such a way. The next few years on the sporting calendar are full of major global sports events and a lot of our clients and associates are looking at ways they can leverage this for their brands, so it's the ideal time to have this discussion. Our panel also have years of experience in this field so the debate is going to be very insightful."

Anyone not attending in person can get involved in the discussion through Twitter with the hashtag #BrandTalks. The Brand Union will be tweeting live from the event (follow @thebrandunion) and continuing the discussion online.

Brand Talks will be held on Monday 13th February from 6-9pm. To see the livefeed from the event follow @thebrandunion on Twitter.