



INNOCOM

Innovative Communications



Information Brokers

E U Directives,
Statutory Instruments

European Commission
Law Reports

Communications Service to
Business, Industry and Local
Authority Departments

Seminars

Primary and Secondary Research

Marketing, Advertising, web
facilities

Lynette Forsdyke-Crofts
Director
Sales and Marketing

Associate:

Information Technology
Consultants

Industry Consultants

Researchers: LLB and Linguists

Company
profile

INNOCOM® stands for *Innovative Communications* and was formed in 1996 providing:-

Business research and monthly report services to our pan-European clients:

Competitive and Marketing Intelligence:

Mentoring:

Seminars:

Publishing, design, media, advertising, web facilities:

Through our innovative approach to communicating the essence of our clients business and drawing from a pool of specialists to assist us, our client base and interest in other sectors grew organically.

The most recent market sector we are working in is the development of Business Parks and Real Estate in the South West. Other sectors have been the Automotive Industry, Food Manufacturing and Hospitality, Science and Art, Publishing, Science Education and Drama in Schools.

Information
Management
and
Innocom®

Businesses are relying increasingly on information for success and competitiveness. Alongside labour, raw materials and capital, information has become the fourth essential element of success.

If successfully acquired and properly managed, information can be used effectively to increase staff skills, make better decisions, achieve gains in productivity, open up new areas of business and gain a strategic advantage over the competition.

Continuing
use of the
world wide web

For some years now businesses have used the internet to market their products and services and it is imperative that Information Brokers continue to upgrade resources and skilled researchers to access this medium to obtain competitive intelligence on behalf of our clients.

Access to up-to-date information is of strategic importance to all businesses, not only the giant multinationals with financial muscle to invest in sophisticated information systems or large enterprises with dedicated information departments, it is equally important to small and medium-sized companies.

Spend your time
USING THE
INFORMATION

Yet the sheer scale of information poses the problem of keeping up-to-date with all the existing sources - at national level and to a much greater extent, at European and international level.

An independent information professional saves you time and money by allowing you to focus on what it is that you do best: running your company or organization, making sales, making decisions, and creating your product.

Don't spend your valuable time looking for crucial information - spend your time **USING** information.

Skilled information professionals are making the difference every day in the speed, relevance, and accuracy of research projects that meet business, industry, government, nonprofit, and other needs.

They can help by identifying the most appropriate sources of information and then repackaging it into readable and easily understood formats, even tailored to meet their clients' specific needs and reports.

Advantages
using a
BROKERAGE

The advantages of using a Brokerage are numerous. It offers security and confidentiality. Often it is the initial source of information from which complex or sensitive marketing and company strategies are based. It provides information that is too confidential to be handled within the office, or when there is the possibility of enquiries being traced back to the company. A broker cushions the company against interested third parties, the press and rival companies enabling the client to build a strategy within its own time and ahead of the competition.

Brokerages take time building relationships with information sources that are of no use to a company until either there is a crisis, or an urgent need for information. For instance Government Departments, International Trade Associations, other information companies and sources of information. It takes time to establish a rapport and time is a scarce resource for most companies. Innocom[®] can assist immediately.

E U legislation
and policies

In addition to its coverage of the decisions, recommendations and opinions of the EU's legislative institutions, Innocom[®]'s research service includes proposed changes in all the areas affecting businesses in the UK, such as the harmonisation of standards, intellectual property rights and the social charter.

Can you afford
not to be an
INNOCOM®
user

Do you have the resources or the commitment needed to identify the information most relevant to your organisation, and compile comprehensible reports for your executives?

If the answer is *YES*, the next question we have to ask is:

do you really want to undertake these tasks?

If your answer is **NO**, talk to INNOCOM®

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