

case study

Informed Assessment – marketing newsletter

Challenge – Informed Assessment Limited (IAL) provides consultancy services in assessment, development and associated training for a varied range of national and international clients. It publishes a regular newsletter containing the latest information about recent and upcoming projects, useful articles for clients, and news and views on the latest developments in their industry and is a key part of the company's marketing. The newsletter is produced in both traditional printed form and in a pdf download format for email and web use.

Approach – **agenda** edits, designs and prints the newsletter which is simply titled 'Informed'. Acting as a 'critical friend', our editors, who have many years of sub-editing and publishing experience, can offer an independent view on copy and language as well as creative design services.

Outcome – The newsletter has a crisp, professional looking design to reflect its content and the IAL organisation. **agenda** has also recently designed templates for IAL's written and presentational materials to ensure consistency in its corporate identity.

Director Stewart Wright said: 'We receive consistently positive feedback from our clients about the newsletter. **agenda** makes a crucial contribution to the end product through its helpful advice, understanding of our business and its highly professional service.'

