

Press Release



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Annual Report Seminar

The Leinster Society of Chartered Accountants held its premier Annual Report Seminar, on January, 22 2007. It was well received by more than 50 delegates. The event covered how to make the most of your Annual report as an integrated part of your corporate communications strategy.

Lorraine Whelan, Managing Consultant, Axis Communications presented a comprehensive review of current international research, best practice and trends in Annual reporting. Outlining the new challenges companies face with changing regulatory requirements, altering media channels and more demanding audiences. Whelan analysed international research findings, indicating what the various audiences expect, and presented top global reports, detailing the elements that made them so successful.

Paul Armfield, Head of Business Development, Corporate Edge talked on how international companies are getting their messages across while complying with new legislation, which is driving greater transparency and depth of narrative reporting. He detailed the FTSE 100 annual reports, highlighting commonalities in structures and themes. He offered several examples of work they have done, and advice on some areas to concentrate on in the reports.

Charles Hamlyn, Partnership Director, Investis, focussed on best practice for online Annual reports. Presenting analysis of the benefits and disadvantages of the various formats available for online annual reports, he noted the importance of interactive, navigable and searchable functions that help impart information easily and will clearly summarise financial data. He summarised the transparency directive implications and gave general guidelines on how long it takes to create an online report.

AXIS is a corporate communications consultancy that provides informed advice and support at a senior level to businesses and other organizations on communications related issues.

Corporate Edge specialises in advising FTSE 250 clients on their corporate communications, particularly annual reports and corporate responsibility in print and online.

Investis provides market-leading online corporate communications, ranging from corporate websites to online annual reports and currently works with over 30% of the Eurotop 300.