

business & industrial communication

Explaining the benefits of change

Many organisations need to communicate clearly with key audiences. For example, explaining the enormous economic potential of UK environmental technology to busy Government policy-makers is particularly important to one sector leader. Elsewhere, a strong private-public sector partnership was anxious to unite 1,100 innovative SMEs into a powerful regional ICT export cluster.



For a major UK utility company, communications leading to a successful Public Planning Inquiry were an essential part of its £-multi-million investment strategy. Meanwhile, creating a global oil & gas industry press profile that can be seen and read regularly by world business-leaders is a priority for a leading international energy group.

In each of these cases, Twenty6 was able to use clear English as an expressive and versatile media to explain complex concepts and technical details, while responding to sensitive political points quickly and accurately. We ensure that the benefits of change can be understood by business-peers, investors, manufacturers, customers, editors, readers, regulators, government agencies, elected-members, planners and the public – particularly where challenging ideas are involved. We draw on extensive industrial experience and award-winning business journalism skills.

The UKFEI (UK Forum for Environmental Industries) promotes success in the £-multi-billion global environmental technologies market. *“We talk to busy Government Ministers. Twenty6’s portrayal of opportunities within the gathering environmental crisis grabs their attention.”* Dean Thomas, Strategic Co-ordinator, UK Forum for Environment Industries (UKFEI).

Merseyside ICT was formed to improve knowledge transfer, technical innovation and joint tendering in the information & communication technology sector. *“A young business sector, by definition, needs a sound communications footprint. Twenty6 helped us to simultaneously encourage individual start-up companies, market internationally and speak to government-level sponsors. Twenty6’s professionalism is second to none.”* Steve Smith, Sector Director Merseyside ICT.

Steuer-Gregsson rationalises market and financial data and generates intelligence from poorly structured information. *“Some of the issues and concepts we generate are complex. Twenty6 gives us the ability to remove the ‘noise’ and give our clients knowledge rather than masses of data.”* David Isherwood, Steuer-Gregsson Ltd.

Influencing a broad range of stakeholders

Working closely with technical and manufacturing companies, Twenty6 emphasises the business, commercial and competitive-edge of new developments. As business and technical editors, we help you to address the key issues that are important to stakeholders.

