

WE MAKE THINGS HAPPEN.

influence

influencecommunication.ca

IS YOUR ORGANIZATION CAPABLE OF REACTING PROMPTLY?

Join Influence, and stay informed with up to the minute information...

162 of Canada's most important company's already do so.

Could this be you?

- A television network has made public a news report that reflects negatively on your firm?
- One of your competitors has launched an initiative that may hurt your competitiveness?
- Radio stations abroad have severely criticized the management of one of your operation centers?
- A well-known financial analyst in Europe has made an erroneous reading of your last financial statements?
- Your Chief Executive Officer has been subjected to harsh criticisms on the part of the local press after the closing of one of your plants abroad?

Through its ICE Platform (Interactive Communication Environment) and its network of partners, INFLUENCE scans electronically, once every 60 minutes:

- 18,000 dailies around the world, including 130 in Canada and 5,000 in the USA
- Almost all television and radio stations in Canada, Europe and across the border
- 20,000 Internet news site all over the world
- The vast majority of weekly publications in North America

We offer flexible news delivery options including electronic news delivery.

- No more** handling of paper clippings;
- No more** waiting for media coverage which is no longer news;
- No more** negotiating with a wide range of media monitoring firms;
- No more** complicated billing verification.

Why work with us?

- INFLUENCE is the largest news brokerage firm in Canada.
- INFLUENCE gathers and handles thousands of news items daily in Canada and around the World.
- INFLUENCE is the most important private buyer of Canadian and international news.
- We are Canada's premier news monitoring outfit.

INFLUENCE INFORMS YOU ALMOST INSTANTANEOUSLY

of all news items pertaining to your firm being issued in Canada, in the USA and around the World.

In the present era of globalization, large organizations must stay informed... often tomorrow is too late!

www.influencecommunication.ca

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