

Effective newsletters

In our role as consultant publishers to the UK's Photonics KTN, in July ABC completed the production of Highlight newsletter's fourth edition (for Autumn 2008). This is a special issue for two good reasons: at 8 pages it is double the size of previous issues; and for the first time it is carrying advertising, which has been sold by ABC's team. Highlight 4 will enjoy special distribution at key forthcoming photonics events Photon08 (26-29 August 2008, Heriot-Watt University, Edinburgh) and Photonex08 (Coventry, 15-16 October 2008), where you will also have the chance to meet with ABC's team.

ABC is also producing a quarterly newsletter for another of our clients, Transmode, the Swedish optical telecoms systems provider. The summer issue was completed in June and we are now working on the autumn edition, carrying company development and new product information for customers, staff and the sales channel. Dedicated newsletters are a cost effective way for technology companies and organisations to effectively manage communications and spread the word about their achievements.