



What's new in 2012?

2012 has seen another year of sustained growth for our business. Business confidence in the UK showed signs of recovery, with businesses being prepared to invest conservatively in ongoing projects. Previously suspended technical documentation projects were given the go-ahead in 2012, resulting in a steady stream of technical documentation projects.

The market is still cautious and companies are seeking a combination of value for money and reliability in their choice of supplier. Companies are also more willing to spend time shopping around for a suitable supplier.

Our income in 2012 came from a mixture of projects from existing clients as well as the acquisition of new clients.

The Global Market

The UK market for technical communications remains robust, despite the recession. In 2010-2011 we noted an increased demand from the public sector. This levelled off in 2012 as local authorities and government agencies tightened their belts. Regulatory projects remain an area where the public sector will continue to need expertise from technical communications specialists.

Germany has been the powerhouse of Europe, but experienced slow growth in 2012*. We noticed an increased demand for recruitment of technical communicators in German and Austrian companies. We have also seen interest in recruitment further afield, in eastern European countries such as Poland, where there has been sustained economic growth*.

*based on a report in *The Economist*

International companies, in particular those based in the US, have a key, strategic interest in UK, and are targeting companies operating in the financial and government sectors. US companies are interested in using a local supplier who understands the local market and can supply communications services adapted to this market.

E-commerce and Gaming

The market for e-commerce services continues to grow rapidly as more and more consumers choose to shop online. Online purchasing now accounts for over 18% of all UK sales*. This has been expressed in interest in e-commerce companies in technical communications services. Online gaming is another fast-growing channel where there is a need for technical communications services.

UK companies are targeting their e-commerce solutions towards the fast-growing BRIC nations (Brazil, Russia, India, China), in order to gain entry into these vast, lucrative markets.

We foresee a continued demand for technical documentation solutions in this area.

**according to a *Guardian* report*

Finance and Legal

The need for technical communications services in the financial and legal sector remains strong. In addition to customer-facing instructions, organisations need documentation to cover their internal IT infrastructure, policies and disaster recovery plans.

Transport and Utilities

Companies operating in this sector remain buoyant, despite the recession. There is a continued need for documentation of software products and services and other regulatory-type documentation.

CTC Initiatives during 2012

We are continually seeking to improve the services we offer to clients and increase our involvement in the community. Below are some of our initiatives during 2012.

Digital Asset Management solutions

In 2012 CTC conducted an investigation of the digital asset management market, in order to select a suitable vendor for our business.

This solution enables us to better service the needs of our clients, offering a secure, centralised online portal where clients are able to access their project files.

CTC presents at the annual ISTC Conference

We gave a joint presentation at the annual ISTC conference, based on our research into digital asset management.

The conference in Newcastle was a success, attended by over two hundred delegates in the field of technical communications.

Charitable Contributions

In 2012 CTC was proud to contribute to Oxfam, World Vision and the British Red Cross. We also took part in the Sports Relief six mile Newmarket run in 2012.

Our charitable donations programme is now up and running. Clients are able to nominate a charity of their choice and we will donate 5% of our income from their project to their nominated charity.

Graduate Training Programme

In 2013 we will be developing our graduate training programme, to enable potential technical communicators to gain entry into this profession.

More details about this program to follow.

Forecast and objectives for 2013

2013 may prove to be a difficult year for technical communications services in the UK, given the weak recovery from the recession and continued crisis in the euro-zone. However, we remain cautiously optimistic.

To remain competitive, CTC will need to continue to offer a high quality service at affordable and competitive rates. We are also seeking to expand our partnership efforts, in particular with those organisations that offer complimentary services to our own.

Our website remains our main advertising portal for customers. Our current website needs revamping and work is underway to develop a new look and feel. We will also be developing a new set of e-learning material.

In 2013 we will be increasing our investment in online advertising.

CTC is hoping to expand operations into Europe, the US and South Africa. More details about this and other developments in our next newsletter.



Warren Singer
Director, CTC