Be Informed...

5. **Read** 50,000+ books and 2,000+ magazines, newspapers, journals and newsletters

7. **Discover** the latest strategies, insights and developments at over 5000 conferences annually

9. **Practise** proven techniques and become a certified expert at over 6000 training courses globally

11. **Network** with your peers, vendors and buyers at the leading exhibition in your market

13. **Create** business intelligence; data and insight on your customers, competitors, industry, products, developments, trends, news and regulation through on-line, interactive knowledge centres

14. **Be Feted** by your peers as an Informa author, subject matter expert, speaker or trainer

16. **Be Connected** with your customers and prospects by advertising in any of Informa’s hard copy or electronic publications and exhibiting at or sponsoring an Informa event

19. **Be Better** at turning your organisational vision into reality by engaging with an Informa Performance Improvement business and bolstering the skills and will of your people in project management, credit, sales, service and leadership.

21. **Be Immersed** in one of hundreds of niche market sectors, interest areas and geographies.

...Be In front
50,000+ scholarly publications from aerospace engineering to zoology; accurate, thorough and dependable reference works; original and advanced research books for graduate and post graduate studies; lively, imaginative and field-tested text books; readers, companions, guides, handbooks and supplementary reading.

Strategic and practical guides, handbooks, authoritative research and analysis, legal and regulatory texts, directories and market reports in a wealth of commercial and professional sectors including Telecoms & Media, Healthcare, Insurance, Law, Commodities, Maritime & Transport.


News, comment and debate in newsletters, magazines, newspapers, websites, blogs and daily news feeds in a multitude of subjects, languages and locations.
The skills and disciplines you need to succeed in your role.

Choose from over 6000 workshops, seminars and training sessions annually, covering every sector and area for professional development. You will learn what works, and what doesn't and how to apply winning tactics to your business.

Whether it is e-Business Marketing, Gas Transportation Contracts, Clearing and Settlement Systems, Contract Law, Testing for Biotechs or thousands of other niche, specialist seminars, you are guaranteed to gain firsthand experience of best practice models and behaviours that are proven to deliver results.

Become certified in a myriad of professional disciplines including courses for the Certified Financial Marketer, Certified Credit Analyst, Masters Certificate in Project Management and more MBAs in Telecoms, Maritime and Pharmaceuticals.

Informa's hands-on intensive training programmes are delivered all over the world – locally: your language, your needs, your business situation, your city.
With Buyers and Sellers meeting together in their thousands, Informa exhibitions provide the perfect annual meeting place for you to do business successfully.

Whether buying or selling a SuperYacht; property in the Middle East, China or India; Audio and Lighting; Healthcare; Print; International Freight; Fashion or any other of a host of specialist products and services, Informa exhibitions are designed to create the perfect environment to make contacts, exchange information and cement deals.

Large, targeted audiences with proven purchasing power are attracted to the high profile and exceptional quality of Informa’s exhibitions making them both a highly efficient and effective forum.

Breakfasts, lunches, cocktail parties, gala dinners, award nights and charity auctions establish the ideal atmosphere to connect with new business partners and buttress old relationships.

Information sessions from conferences, seminar and workshops surrounding the exhibition provide the latest competitor intelligence, market analysis, strategies, trends and product launches.

The impact of the shows begins well before the actual exhibitions with pre-event press, marketing and networking. Post event: access to data, virtual shows, newsletters, blogs and social networking ensures that you continue to do business all the way through to next year’s even bigger and better show.
Informa’s intelligence centres provide on-line data, news, tools and analysis to help you tackle key business issues: market and product development, customer and competitor tracking, channels and sales management, and corporate and strategic planning.

Key data sets cover the latest intelligence on deals, products, companies, countries and markets.

Access company profiles and forecasting models to evaluate the market landscape and benchmark industry activity. Identify important issues that impact on products, services and growth in your market. Understand corporate and strategic issues. Review the latest market indicators. Determine the market dynamics and growth potential.

Analyse the impact on your industry of changes in regulations and policy. Discover which deals are being done by whom and the opportunities that exist for you in mergers and acquisitions.

Keep up-to-date with real-time breaking news and opinions from market leading analysts and subject matter experts. Read specialist reports and briefings.

Benefit from intuitive, customisable, interactive functionality that enables you to build your own reports, customise alerts, download proven templates, ask an analyst, search for the exact data you need and create decision support tools in law, healthcare, telecoms, maritime, automotive, consumer, financial services, energy, technology and retail.
Speak

Raise your profile by speaking at an Informa event. Share a platform with your market’s key decision makers and be acknowledged as an industry expert by your peers. Shape the discussion of your industry’s future, position yourself and your organisation for success – and be feted.

Author

Publish your work in white papers, reports, journals, magazines, newsletters, books, and on-line. Benefit from experienced editors who are all subject matter experts. Dazzle qualified readers and impress your peers.
Advertise
Reach your target market, build your brand, generate new leads and increase sales by advertising in Informa’s hard copy and on-line magazines, newspapers, show dailies, newsletters, journals and data centres.

Sponsor
Raise your company’s profile, create brand awareness and important thought leadership positioning to a captive audience of proven, high-ticket purchasers and decision makers, committed to spending time and money in your space.

Exhibit
Promote your products and services, and launch new ones by exhibiting at Informa’s conferences and trade shows. Packed with highly targeted, proven purchasers you are guaranteed to build new relationships and develop old ones. Launching new products at the industry meeting place will ensure maximum press coverage and increased customer awareness.

Be Connected...
By applying rigorous, research-based intellectual property in distinct operational disciplines, Informa’s Performance Improvement businesses cement proven best practice into globally consistent and reliable workplace habit. Informa’s models, tools, templates and proven behaviour models have all been built and optimised over decades of research with leading organisations around the world.

**Diagnose**
When we work with you, we start by ascertaining your current state. We diagnose the skills, practices and alignment of your people to your organisational strategy. Assessing where there are skills gaps and inconsistencies, we then plan with you how to fill them.

**Customise**
Taking proven best practice we adapt our models to your specific circumstances, creating bespoke programmes, competencies, tool sets and materials that meet your exact needs.

**Deliver**
Then we teach you how to do it. Moving seamlessly from why, to what, to how, to making it an integral part of your workday. Classes are small, interactive and hands-on, structured around adult learning methodologies, scheduled at your location for your utmost convenience. Informa instructors are all experts in their field with real-world experience as well as advanced degrees and professional qualifications. Every trainer has to pass a rigorous certification process to teach for Informa and is continually audited for excellence of delivery.

**Measure**
Finally, we measure the results; not just did people enjoy the training, but did it work? Are the skills and behaviour gaps closed? Is what people do now fully aligned to what the organisation is trying to achieve? Did what we determine needed to be done, get done? What is the impact? Has performance improved?
With every Informa brand
Experience the adrenalin rush of
New knowledge and skills
Of insight
Based on intelligence
Primary research, not guess work
Quantitative data, expert analysis, practitioner exclusives
Insight underpinned by integrity
Content that is peer reviewed
Products, services and results delivered as promised
Rely on Informa to stay ahead of your customers and your competitors

...Be In front