



The Portfolio

Online

On paper

About
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Prospects4Business
E-newsletter
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SEC Recruitment
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Improvement and Efficiency South East Case study <Extract>

National Assessment Agency¹ XO newsletter <Extract>

Infineum International Brochure <Extract>

¹ Now integrated with the Qualifications and Curriculum Authority



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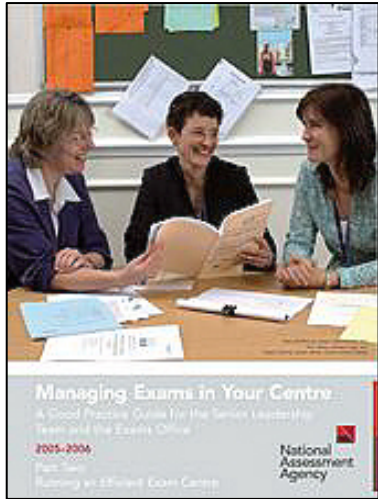
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Docuplus
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Crown House School
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National Assessment Agency¹
Good Practice Guide
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¹ Now integrated with the Qualifications and Curriculum Authority



Prospects4Business e-newsletter: The Leader

Article extract: Re-evaluate your value proposition in line with customer issues

Does your company have a value proposition, and when did you last review it? Now's the time to revamp it to meet today's business challenges.

With the economy in recession, IT is suffering just as much as any other industry. So much so, in fact, that no less an authority than the world's leading information technology research and advisory company, Gartner, forecasts a 3.8% or \$0.2 trillion decline in worldwide IT spending this year.

This slowdown is set to be worse than when the dotcom bubble burst in 2001 and will likely last through 2010. So what's to be done – cut prices and 'buy' business? No, better instead to revise your value proposition and make sure it's aligned to current market conditions.

Your value proposition is the reason why a customer buys from you. It defines the uniqueness of what you deliver and encompasses your customer's feelings about their overall buying experience, including the service they received and the people who provided it...





CA e-newsletter: CA: Connection

Article extract: Is IPTV heading for a customer services breakdown?



Subscriber take up of internet protocol television (IPTV) services is on the march as BT Vision's own figures clearly demonstrate – the 250,000 barrier was broken during the second quarter of 2008, double that of the end-2007 figure. In the States, AT&T forecasts one million subscribers by the end of the year for its U-verse IPTV service. If achieved that would represent a four-fold increase in just 12 months.

But as subscriber numbers and complexity of the services delivered through IPTV rise, there's a danger that providers will neglect the importance of customer services to the detriment of the service's long-term success. Managing the overall customer experience with IPTV is crucial to keeping subscribers happy – and making the service profitable...

...Huge numbers of customers trying to access a service at the same time puts an awful strain on the software and hardware that delivers the experience. We already have examples of IPTV platforms being used for movie ticket sales (based on the commercial that has just been aired), or for on-line banking (with partner banks).

Imagine the unexpected load on a messaging application, or a caller ID function, of an integrated VoIP service during a major sporting event...





CA: Federation podcast

Extract: Presenter intro

It's scheduled for a 15-fold market growth in the next three years.

It's going to impact customer-driven enterprises from financial services and telecoms to banking and government services.

And it's set to be the killer application of 2006....

What am I talking about? Federated identity management. Or federation, to you and I.

I'm Brian Matthew and in this CA podcast we'll be examining how your business can benefit from federation – by becoming part of a trusted partnership that allows customers, partners and employees to share easy and secure access to more resources and services.

And we'll be doing that in six bitesize audio chapters that you can listen to as a complete programme, or dip into, as you like.

Along the way I'll be talking to security management experts Simon Perry, Phil Stunt and Rudy de Sousa from CA, and Robert Temple, CIO at BT, who'll be explaining how BT is applying the federation process.





IESE case study: Adur and Worthing councils moving into the next phase of their pioneering joint partnership

Extract: Summary



In 2007, two West Sussex district councils – Adur District Council and Worthing Borough Council – formally agreed to enter into a joint working partnership for the delivery of their local services using a single workforce and senior officer structure.

This is the first arrangement of its kind in local government in England and has been driven by the need to maintain and improve key local services at an acceptable level and cost to both local communities.

The key work towards services integration began in April 2008 with the implementation of the new single officer structure incorporating ten executive heads of service. Following approval of their respective business cases by members, the heads of service have now embarked on their individual service reviews which, by 2011/12, are set to achieve annual savings of £1.2 million.

Ian Lowrie, Joint Chief Executive, Adur District Council and Worthing Borough Council:

“When we embarked on our joint officer structure many commentators expressed doubt that it would work. The fact that it is in place at management level, and has delivered real savings and improvements, is why so many other councils are considering our lead...”





XO – The exams office newsletter

Extract: The XO factor – Amma Appiah



With teachers now effectively relieved of any invigilation duties thanks to the Workforce Agreement, responsibility falls to the exams office to recruit a reliable team of external invigilators – and not just any invigilators but those prepared to take on more responsibility and carry out their duties with authority.

For Amma, coming into the secondary sector from FE, this was exactly what she expected, but not what she found. "To be honest, the school's invigilators were there to assist and not conduct exams. They had no experience of starting exams and weren't comfortable in doing so," recalled Amma. "They relied on the teachers totally.

"This meant there was an immediate problem in freeing up teachers' time. Their authority was still crucial to the proper running of an exam because the invigilators didn't know the candidates, and vice versa, and the girls tended to ignore any instructions they tried to give."

Amma used the NAA's invigilator training pack to develop her team and prepare them for a more proactive role.





Infineum – Our company close up

Extract: Our distinctive characteristics



Infineum's business is the formulation, manufacture and marketing of lubricant additives - for crankcases, fuels and refineries, and specialist applications like marine and transmission oils.

We've been additive innovators for over 75 years and have, we believe, become rather good at it. So much so that our smart solutions have become key components of today's most advanced hardware systems. And our continuing investment in R & D, and in technical services worldwide, will ensure they are part of tomorrow's, too.

This market-focused approach means Infineum numbers some of the world's largest fuel and lubricant companies among its customers. We can also lay claim to the fact that, across the world, about one in three vehicles emits less, thanks to our work in reducing the environmental cost of transport.

Our commitment to quality is second to none. It's backed by global accreditation to the ISO 9001:2000 quality standard and high levels of investment in our colleagues who make up our highly skilled multicultural and multifunctional workforce.

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Docuplus: White paper

Extract: TransPromo – a new marketing opportunity



With today's consumers disappearing under an avalanche of marketing messages delivered across a plethora of media, businesses are struggling to find fresh, cost efficient and effective ways to reach new audiences.

Statements of bank, credit card, phone or utility accounts are generally perceived as important by consumers and, as such, currently represent an under-exploited means of bringing other related marketing messages to their attention. Thanks to TransPromo, it is these everyday transaction documents that are set to generate more direct selling and relationship-building opportunities for companies.

TransPromo represents a fusion of the latest technological breakthroughs in digital colour printing and document management software with intelligent management of customer data. The result is a powerful communications channel that targets consumers with offers relevant to their preferences and interests through documents whose arrival is anticipated and which are read and kept for reference.

This white paper explores the world of TransPromo, highlights how it can fit into a modern marketing strategy and explains the considerations crucial to its effective deployment.





Crown House School: Prospectus

Extract: About Crown House



Crown House has been teaching both boys and girls between the ages of 4+ and 11+ for over 80 years, drawing its intake from a wide diversity of backgrounds and from right across the social and cultural spectrum. Today, it is the only surviving independent day school in High Wycombe.

Throughout its history, Crown House has enjoyed an enviable reputation among local people for both the excellence of its teaching and the moderate level of its fees. In 2008, the Independent Schools Council – the independent sector’s regulatory body – found that ‘high standards are achieved in the core subjects leading to very good results in national tests at the age of eleven.’ Our teachers were also praised for their ‘conscientious and constructive’ marking of pupils’ work and for keeping good records of individual progress. ‘They show dedication and commitment to the pastoral care of the pupils, with whom they enjoy good relationships,’ the report concluded.

The school also enjoys membership of the Independent Schools Association through which our teachers have access to further training opportunities and our pupils to an additional range of sport and cultural activities.





NAA: Managing Exams in Your Centre A Good Practice Guide for the Senior Leadership Team and the Exams Office

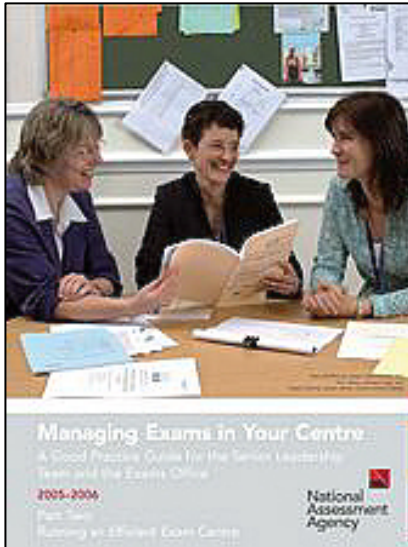
Extract: Recognising the Importance of the Exams Officer

Your exams officer is vital to the successful administration of exams, yet it is a role easily misunderstood and under appreciated by members of senior management not involved in exams on a day-to-day basis.

The exams officer plays a key part in helping candidates achieve— for example, by, entering them for the right exams, correcting form errors with the minimum of fuss and making enquiries when necessary . It is a pivotal role and a primary source of the essential management information required for the running of an efficient exams centre .

With the exception of Northern Ireland, there is a general move towards the recruitment of full-time exams officers as members of centre support staff with the implementation of the National Agreement on Raising Standards and Tackling Workload (see appendix 2).

As members of an integrated centre team, they will benefit from senior management involvement in making the exams office's ongoing effectiveness a top priority.





Chris Snowden
Copywriter



About Chris Snowden

BA (Hons) Degree in English History

Member of the British Association of Communicators in Business

Since 2000, I've provided a professional copywriting service for businesses and organisations of all types – from sole traders and SMEs to large organisations in both the public and private sectors – either working direct or through marketing and design consultancies. Thanks to my 20 years in PR account management, I also have the know-how to source and project manage other production elements such as photography, design, artwork and print for a total concept-to-completion service.

In addition to the clients featured in this portfolio, Moving Finger has completed projects for **3M (UK)** (appointed an official supplier June 2007), the **Thames Valley Economic Partnership, Mabey & Johnson, Audatex**, the **Learning and Skills Council** (Hertfordshire) and **Vodafone IT**. Agencies and consultancies I work with include **Industry**, the **Marketing Helpdesk, Incognate** and **Ruxley Communications**.

My previous PR career included spells with **Dennis Davidson Associates** and **TVTimes** in London, the **HPS Group** in High Wycombe and **Barrett Howe** in Windsor, latterly working mostly in the b2b sector. Clients included **Vodafone IT, Michelin Tyre, DeWalt Power Tools, Ambi-Rad Group, Dawn Foods** and **Verco Office Furniture**.