5½ step process

Annual Reports

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Start early.

As they say time is money, but it shouldn't cost you money to start your annual report process earlier. Get a discussion going about what key messages should be sent out with your report. This will begin to form concepts for your company story or 'Annual Report Theme.' This approach creates a more natural evolution to the theme rather than trying to come up with something on the spot.

Strategy and relevance.

Communicate your company's vision but reinforce it with points on facts and trends that reflect the vision. Define your accomplishments and how they drive business and how they fit in with your strategy. Inform the reader of any outside influences on your business but counteract that information with information on the strategy to strengthen or sustain the business plan or how this has led to avenues of new opportunity. Speak plainly with direct common terms that give investors answers to their common performance question. Simply describe 'what' your goals are and 'how' you plan to achieve them.

It's likely your audience will spend only three to five minutes reading your annual report. Aim for two or three key messages to incorporate within your narrative. Too much information will not get read so aim to keep it simple. Graphs and charts are great ways to visualise data and should be used where ever possible.

Summarise.

Management and accuracy is critical.

Since annual report production can be very complex it requires dedicated monitoring and project management to ensure missed or misinterpreted elements are always corrected so that the process is not delayed or misprinted. Halfnine can offer you processes that will help you throughout the life of the project that will result in a successful annual report.

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Uniformity.

Send a message that is consistent with what you have been saying in your marketing. Your message when repeated across touchpoint will create confidence in the minds of investors and project an ideal company image.

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Be sustainable and responsible.

Remember to communicate your companies social responsibility either throughout the narrative or creating a section within the report. Look for new avenues of delivery that have less environmental impact such as more sustainable printing methods and using online delivery.

For help with your next annual report

give us a call

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