



- Exhibit and Event Management
- Education
- Competitive Intelligence

Intelligent Competitive Analysis and Training

Keep Your Customers Close – and your Competition Closer.

Are your customers changing?
Why is your competition hiring?
Are their products on schedule?
How should you respond?

Surprises are good for birthdays but bad for business. We stop bad surprises happening to good people. **ABCComm** is a highly respected provider of the latest competitive intelligence training for trade shows, corporate events and user conferences.

Competitive intelligence is crucial to your strategic planning and marketing programs. You can't afford not knowing what happens next to your industry, market and competition.

Our experienced professionals attend conferences and trade shows on your behalf, meet the competition, and make contact within your industry.

If you need to outsource field investigations because of limited time and resources, we can go places you can't.

The results are delivered in concise, timely reports you can use to make informed decisions and take appropriate action. Intelligent competitive analysis and training lets you keep your customers close – and your competition closer.

Competitor Research and Monitoring at shows provides immediate comparisons of your products and services in terms of strengths, weaknesses, opportunities and threats.

Field Intelligence Training teaches ethical practices for getting the answers you need and keeps experienced CI staff abreast of the latest tools and techniques.

On-site Competitive Analysis of the competition's customer seminars, conference presentations and marketing campaigns provides invaluable public information to which you may not have access.

Market Trending provides early identification of aggregate changes in your industry and customers that is vital to your success.

Counterintelligence techniques let you evaluate your event presence for defensive measures that protect corporate information and repel competitors.

**1069 Arnot Road
Ottawa, Ontario K2C 0H5
(613) 224-0447
fax: (613) 224-3826
web site: ab-comm.com**