



# The Everything..

## Our Assurance Brochure.

December 2019



**Assurance** is a certainty, a sense of security concerning the factual state of a matter or issue. In the world of marketing, given projects and regulatory rules and requirements, assurance is about safety or certainty in the belief that processes, policies and procedures around required regulated processes or business practice is sound.

**We call this adequacy.**



**Our Clients want** Security and certainty. We call it effective if it is used well and it works well.

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## WHO USES US ?

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Our client base are small companies, professional services companies who need a little help in ensuring that all is well in their marketing world. They ask questions like -

**Are we following the rules?**

**Are we missing something in our plan?**

**What do we need to do to cover ourselves post Brexit?**

Maybe you have thought about these questions recently.



Maybe you haven't. The point is that we cover it from scratch if needed for you. We create the assurance plan, map risk frameworks and integrate the two to make life easier for you. Then we work for you, as needed to test and ensure that you get the certainty you need.

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## WHY USE US ?

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**Peace of mind.** Whether you want us in the office (we temp) or just need us to talk it through over emails and phone calls, we are able to read between the lines. WE ask questions and dig deep where needed. Ask us about - Conduct of Business Rules, Ideation, Fraud and security issues for a second point of view and you will be glad you asked.

**All our reviews look at adequacy and effectiveness, unless requested by the client.**

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**Call Us** on 07457384882 for more.

