



Companies House

partia record

Please complete in typescript,
or in bold black capitals.

CHWP000

288c

CHANGE OF PARTICULARS for director or secretary (NOT for appointment (use Form 288a) or resignation (use Form 288b))

Company Number

897631

Company Name in full

INTERNATIONAL VISUAL COMMUNICATION
ASSOCIATION LIMITED

Changes of particulars form

Complete in all cases

Date of change of particulars
Day Month Year
2 2 0 3 2 0 0 5

Name *Style / Title

MR

*Honours etc

Forename(s)

ANDREW

Surname

MERRETT

† Date of Birth

Day Month Year
0 5 0 9 1 9 6 4

Change of name (enter new name) Forename(s)

Surname

Change of usual residential address ††

(enter new address)

†† Tick this box if the
address shown is a
service address for
the beneficiary of a
Confidentiality Order
granted under the
provisions of section
723B of the
Companies Act 1985

Post town

County / Region

Country

BRAMBLEWOOD, HILL VIEW ROAD, WRAYSbury,

STAINES

MIDDLESEX

UK

Postcode TW19 5EQ

Other change
(please specify)

A serving director, secretary etc must sign the form below.

Signed

Date

9/6/2005

(* director / secretary / administrator / administrative receiver / receiver-manager / receiver)

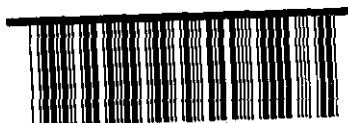
You do not have to give any contact
information in the box opposite but if you
do, it will help Companies House to contact
you if there is a query on the form. The
contact information that you give will be
visible to searchers of the public record..

2ND FLOOR, 19, PEPPER ST, LONDON
E14 9RP

Tel 020 7512 0571.

DX number

DX exchange



A35
COMPANIES HOUSE

0617
17/06/05

Form April 2002

When you have completed and signed the form please send it to the
Registrar of Companies at:

Companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff
for companies registered in England and Wales or
Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB
for companies registered in Scotland

DX 235 Edinburgh
or LP - 4 Edinburgh 2

- the existing barriers to entry and how these could be overcome.
- the relevance of international trade to their sustainability and future market growth

Measurement

Measurement of success would be based on:-

- the quality and quantity of the research gathered
- the ability to determine 3 or 4 priority territories for future research
- the nature of the consensus reached over the choice of such territories
- the establishment of a truly representative sample of companies for in depth research based on the following criteria:
 1. Existing experience of overseas trade
 2. Specificity of work practice

To achieve this we would need to research companies specializing in:-

- strategic content management
- Individual Media Platforms specialists
- Multi Platform specialists

Draft Timetable

Research Stage	Date
Project leader and research group commissioning	Mid July
Agreement of Questionnaire and related processes	August 1st
Quantitative research begins and pilot qualitative	
Research undertaken	August 2nd
Mid Term Review of Project	August 21st
Completion of Fieldwork	November 1 st
Completion of quantitative research	November 1st
Analysis completed	November 15 th
Draft Presentation	November 21 st
Final Presentation	November 27 th
Paper based Publication and digital versions	December 21st

Proposed Project Management

A Project leader and additional researcher will need to be recruited. The IVCA already operates a professional research programme (CCL Programmed Customised Client Research) whereby it can provide customised research for member companies. E.g. For three years it undertook the People Skills Scoreboard project for the DTI researching the training needs of the multimedia industries both in the UK and other parts of the world. The IVCA has therefore a bank of professional freelance staff, who are brought in to work on the Association's research projects. There would be "open competition" initially from these dedicated researchers and if an appropriate researcher was not available, the