

OUR BUSINESS  
IS ALL ABOUT  
COMMITMENT



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unique expertise

we achieve because we have set high standards for ourselves



## OUR HISTORY AND DEVELOPMENT

Since the beginning of our business venture in 1995, we have focused on providing business to business services with high quality management and communications solutions. We started the first academic worker cooperative in Malta with two telephone lines, one fax machine and a Lm5000 bank loan for the first computer system.

### Remembering our origin

From our very humble beginning we have expanded into a strong organisation that is continuously developing and updating itself according to the changing trends which are usually reflected in the needs of our clients. This ongoing transformation occurs on two fronts: technologically, thus assuring our clients the very best in terms of technical quality; and through our team members' development. This approach pushes us to keep abreast in the developments in our fields of expertise.

### Our mission has not changed

We actively involve ourselves in all assignments and ensure that everyone in the team has the opportunity to identify the most creative and innovative solution to achieve the most appropriate results for our clients. We are not a mechanistic, process driven organisation. We are small and flexible and our motivation is in going that extra mile for our client.

Thus, our services are all aimed at best helping you achieve more - since your business (like our business) is all about quality, price and commitment.

### Our best resource

The team members within the organisation are all graduates who have worked in executive or managerial positions in several organisations. We also pride ourselves of having nurtured and launched various students into the communications and management industry. Having had the 'Outlook Coop experience' has definitely helped them to move on in their careers.

Despite these developments, Outlook Coop remains a relatively small organisation. Employing 12 full-time employees and part-time project executives and consultants, we are big enough to generate a dynamic environment. Yet we're still compact enough for you to feel that you are part of a lively and friendly service community.

### Our competitive edge

The team's strong emphasis on skills, as well as academic background, is reflected in its strong links with the current requirements of management and communication practices. Such links have actually helped Outlook Coop in shaping its services - helping us to refine our services and shape them to fit our clients' growing needs. This means that you, as our client, can expect quality work that is timely and affordable.

## perfect understanding

depending on what you're trying to reach,  
we're there to suggest the ideal medium for your message



## COMMUNICATIONS

Attention-grabbing creative communication is only the beginning. We understand that creating preference and compelling someone to take action is what our clients ultimately expect of our work. The Outlook Coop way is simple and intuitive. Our methods are as varied as our clients yet we are guided by principles which are tried and tested.



### We assess your scenario

Your business is unique. There is no fixed formula in the way we approach the communication process in the effort to reach your audience. We study your goals and needs, then devise a strategy to make your communications project succeed - and depending on whom you're trying to reach, we suggest the ideal vehicle for your message.

### Creating from the ground up

Made from scratch, Outlook Coop's team implements your custom communications strategy from the ground up. To succeed, your marketing medium must be developed with the best tools and experience possible - with a flexibility that reflects your uniqueness. We offer talent and expertise in concept, design, and of course - digital production.

### We then produce...

According to the needs identified (your budget and your time constraints) we will take you through the whole process of production.

### Our Communications services

#### Marketing and Media Consultancy

This is about translating your vision into a systematic policy of customer orientation throughout your organisation. Clients stay with us for our result-driven marketing programme. We work hard to understand your competitive landscape, your market position, your customer's needs and expectations.

#### Graphic Design

Your brand and image, together with your goals and uniqueness, are transmitted through your stationery items (including your quotes and invoices), adverts in newspapers and magazines, proposals or reports, and in any other graphical material you choose to aim at your audience. We have made our mission to design and produce such material with your clients in mind. We offer you artistic graphic work you will be proud of.

#### Advertising

We help you select the right medium in delivering your message depending on your product and budget. We not only give you advice based on our experience, but are also equipped to cater for all the process from drafting to execution. We have the knowledge and expertise to make it happen.

#### Publications

Some of our team members have been involved in desktop publishing for over 10 years; the others are getting there or have the artistic qualifications to back it up. This mixture guarantees that we have the experience and expertise to create any type of attractive publication which can only be described with one word: professional.

#### Translation Services

We provide translation, revision and proofreading services from a variety of European languages into Maltese and English and vice versa. We have a team of translators with the right experience and knowledge to deliver quality, translated documents ready for your target market.



## MARKETING AND MEDIA CONSULTANCY

Tackling marketing and the media is not simply creating a brochure, a newspaper advert, a website, a press release, or an email campaign. It is about translating your vision into a systematic policy of customer orientation throughout your organisation. Clients stay with us for our result-driven marketing programme. We work hard to understand your competitive landscape, your market position, your customers' needs and expectations.

### Prepare and Provide

Provide it and they will come. The highly competitive contemporary market simply rules out this old tradition. The truth is in the plan - the marketing plan. To succeed you must start with a conception of how to properly market your products, services or vision. This is where we come in with providing you with a 3-step marketing solution.

### Step One: Brand

To succeed this is a crucial first step. If you have a strong brand it must be implemented consistently throughout your communication efforts. If you don't, customers will see it, but not know it's you. Logos, colour-schemes, fonts, style, attitude, mood; all of these elements will create your market or markets. Flawless brand means profit. We begin here. Studying your brand for proper delivery or creating your brand for essential success.



### Step Two: Differentiate

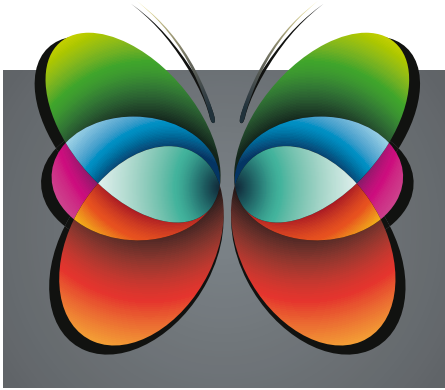
Your business and the services you provide are unique. What you offer must be different and better than your competitors. Therefore we highlight the strong points of your services. We will make this a clear market goal. Outlook Coop will only offer you the best presence and service that will set you aside from your competitors. Our partnership with your company means dedication and drive. No less.

### Step Three: Develop and Grow

What is the purpose of your business? To develop and to grow. If your ambitions are things like: new customers, more services, higher sales, better appeal, longevity - then development and growth are as integral as your product. We are committed to your growth in every aspect. Find out how we can be partners in your development by contacting us for a consultation.

We assist our clients to compete in an era of increasing competition, by advising them on market imperatives. Our services in this functional area include:

- Formulation of marketing strategy and plans
- Advice on marketing organisation
- Pricing strategy
- Product mix strategies
- Estimation of current and future market potential
- Concept Market testing of new products



## GRAPHIC DESIGN

A media identity that reflects your Graphic presentations, reflects your attitude to doing business. What you choose to show and how you show it reflects you and your service - thus influencing your audience in one way or another. Nothing but the best should do.

Your brand and image, together with you goals and uniqueness, are transmitted through your stationery items (including your quotes and invoices), adverts in newspapers and magazines, proposals or reports, and in any other graphical material you choose to target at your audience. We have made it our mission to design and produce appropriate material with your clients in mind. We offer you artistic graphic work you will be proud of.

### Your Logo

The right logo is your first and sometimes only chance to grab attention. It can instantly define or damage your credibility.

We can provide you with the right logo to leave an immediate, recognisable impression.

### Colour Schemes

Colour and its combinations are very important. From your logo to the rest of your brand elements it has to make sense and invite your audience to do business with you. We know this and apply it to all of your marketing and communication tools.

### Media Packages

Exciting literature and multi-page presentations are another of our core specialities. From traditional to the wildly unique and ultra - brochures, catalogues, informational booklets, schedules, corporate CD's. Outlook Coop can get your message across in print.

The logo, the stationery, the colours, the literature - the whole package... Whether it's a new image or a re-vamp, Outlook Coop will pull it all together.

### More than Design

When you require tight, focused writing for sales literature, brochures or contributions to a newsletter or magazine, we have the expertise you need.

Effective design should reflect the ethos of your business. Outlook Coop will take the time to understand your business so that the design effectively communicates the right message to the right audience. Whichever medium you choose, whether it is a newsletter, a brochure or email, it can only be effective if it is read. We will ensure that your publications are interesting to read and that those important messages are communicated to maximum.

Outlook Coop can design your stationery, newsletter, flyer or brochure from the initial concept through to final production. We create high quality designs that compliment and enhance your corporate identity.

Furthermore, we have built relationships with printers offering a range of skills dependant on your project. We will manage these relationships on your behalf to ensure the project meets its deadline.



## ADVERTISING

Why advertise or promote if the incremental costs exceed the payback? Placing an advert is an important and also costly tool of your communication strategy. Adverts come in many styles, forms and colours. We help you select the right medium in delivering your message depending on your product and budget.

We not only give you advice based on our experience, but are also equipped to cater for all the process from drafting to execution. We have the knowledge and expertise to make it happen.

What advertising is best suited for you? Once you know that then you need your services represented perfectly. Outlook Coop has designed hundreds of these effective advertisements. Let us design yours too so that you can benefit from consistency and creative promotion.

Outlook Coop has specialised in marketing services to promote different forms of advertising. This assures that your product continues to thrive in an ever-changing competitive world - be this in the national or European context.

A product or service without any form of advertising gets lost. Our specialty is keeping your product visible on the highly followed media. Once targeted, your audience brings in the customers and increases sales.

### Advert Development

Our services include visual and/or audio development, text revision, visual representation and other changes that we implement to acquire the optimal spoken or written message for your product. This is essential to reach and tap the people amongst the numerous followers of the different newspapers, publications, roadside displays, and variety of radio and television stations. Our efforts will guarantee that your message will reach both a general and a specific target audience.

### Press Releases

Outlook Coop provides custom press releases for your target audience. All submissions go to a general distribution as well as targeted industry-specific publications. Your release can be circulated to television stations, radio stations, industry-specific magazines, newspapers and websites.

### A note to you if you're considering advertising

Advertising is a costly business. It is highly encouraged to think seriously before approving an advertising budget. Before booking, we listen to you and consider your requirements and only after we have explained the various options available will you decide which medium is the best for you and how to tackle it. The idea is to get your customers to come and come back frequently. We highly encourage our clients not only to advertise, but also involve themselves in the other pillars of making business: offering a good product or service coupled by person-oriented customer care.

Please treat this note as an extension of our service to you. After all it's all about bringing in sales and profits to your bottom line.



## PUBLICATIONS

Some of our team members have been involved in desktop publishing for over 10 years; the others are getting there or have the artistic qualifications to back it up. This mixture guarantees that we have the experience and expertise to create any type of attractive publication which can only be described with one word: professional.

We pride ourselves in involving our clients throughout the production stages, thus ensuring a complete product that truly reflects the image you have worked so hard to create.



### The list is endless

Outlook Coop offers a range of book services to fit any requirement.

We have published and continue to publish:

- Children's Books (picture books, story books, etc)
- Graphical Books (comic books, graphic novels, etc)
- Photo Albums (academic, travel, sports, etc)
- Art portfolios (painting, photo, design, etc)
- Catalogues/Guides/Brochures (annual reports, periodicals, health, business, travel, etc)
- Short books (novellas, poetry, cookbooks, etc)
- Presentations (business, non-profit, community, school, etc)

A publication with Outlook means simplicity. We create the full design of your book. Our mission is to offer writers a set of premier services which, through the combination of superior customer service and innovative technology, help authors write, distribute, and promote their work in every traditional and pioneering format available.



## TRANSLATION SERVICES

Having monitored the translation business since 2002 in cooperation with experienced professionals in the field, Outlook has incorporated language services as another pillar of its communications services.

### Language services

We co-ordinate a team of experienced translators, revisers, proofreaders and terminologists. All of our language staff has either specialised university level qualifications in translation, the target or source language or in particular technical fields for the more specialised translations. We have developed a multilingual documentary database taken from the Acquis Communautaire (available in Maltese), the most comprehensive translation exercise in the Maltese language. Every text produced passes through three stages: translation, revision and a final quality check. Our methodology ensures the pinpointing and elimination of weaknesses in the document production process.

Outlook has rendered translation, revision and proof-reading services related with the Maltese language to various public bodies and private companies including European Union institutions and multinational private companies.

Outlook provides translation and revision services in the following language pairs:

- from Maltese into English, French, German and Italian
- from English, French, German and Italian into Maltese

We are always ready to tailor our language services according to your particular needs.

### Different teams

Specialised legal translation and revision by legal professionals:

- with experience in the Maltese Courts in various areas of Maltese Law.
- with previous experience in the translation of legal texts forming part of the Acquis Communautaire.
- with graduate/post-graduate qualifications in Maltese civil, commercial and criminal law and in International and European law.

Translation and revision of a generic nature by linguists:

- who have considerable experience in the translation of texts forming part of the Acquis Communautaire.
- who have graduate-level qualifications in languages.
- who have researched and published material in the source or target language.

Translation and revision of a technical nature by specialists:

- who have previous experience in translation.
- with professional experience related with the particular field in question.
- with graduate-level qualifications in a discipline related with the field in question.
- who have researched and published material in the source or target language.

Proofreading of a generic nature by linguists:

- who have previous proofreading experience.
- who have a graduate-level qualification in the target language.
- who have researched and published material in the source or target language.

## strong partnership

Outlook Coop enjoys an enviable record of client-focused achievements



## MANAGEMENT

In today's fluid business market, there are plenty of good reasons to consider getting advice on your business decisions by entering into short consultancy contracts with cross-disciplinary experts. This gives you a bigger chance of developing your skills in creating business and remaining there. Choose us to work with you, and the picture gets even better.

### Our array of services

Outlook Coop has a pool of advisors and professionals providing a range of consultancy services in organisation development, business planning, management processes and organisational structures, human resource development and the development of management information systems.

### Encompassing everyone

Our professional philosophy is based on the conviction that the human factor is the crucial element in making projects work and in realising return on investment. Development is carried out in the staunch belief that effective progress, which takes into account and incorporates your values, can only be assured through close cooperation with you, your clients, your suppliers and all the other stakeholders around you.

### It's all about doing better

Optimising performance is the key to achieving development in an increasingly complex economic and social environment. Outlook Coop advisors assist your organisation to develop the framework and systems that enable you to manage change.

When developing the design and implementation strategy for your business project, Outlook Coop consultants keep equity issues, such as those relating to gender and different abilities, and community development on the forefront. This is done in the knowledge that such issues play a crucial role in achieving sustainable development.

### Why choose us

There are our clients for a start - from large firms to small-sized businesses and non-profit organisations. Why work on your own (no matter how good you are) when you can work in a resourceful team? You will be working with dynamic people who will improve your ideas and at the end of the day you find yourself working more efficiently with the resources you have - no matter how limited.

We specialise in working with you to develop solutions that take best advantage of your existing resources, achieving development in tandem with your economic context.

The structure of our organisation enables us to be cost-effective and rapid in our response to clients' demands. With access to a considerable network of experts, originating from professional institutes, universities and industry and through co-operation with affiliated organisations in the business sector, the availability of the right consultants is guaranteed.

We offer a unique range of management services, from on-site training courses to hands-on project management and the whole range of human resources and business consultancy.

### Our management services

- Project Management
- Research and Business Information
- Human Resources and Business Management
- Job Selection, Person Assessment and Recruitment
- Training and Development



## PROJECT MANAGEMENT

With the present day complexities of your business sector (whatever your business is) and constantly evolving technology, smart strategies and dynamic managers are warranted.

### **Why opt for Project Management consultancy?**

We undertake to understand the economic implications of every design decision, closely monitoring the agreed budget and guiding the project through the financial implications to move towards successful completion. With a sound knowledge of management techniques and people, we aim to establish and control your project whilst becoming key advisers to you as our client and partner on the field.

### **We've done it before, we'll do it for you**

Our team will assist and work with you from your initial concept all the way through implementation and analysis of the results following completion. Our hands-on approach guarantees a strategic partner who will not only generate the best ideas up front and stay with your project from start to finish, but, most importantly, be there with you to measure and learn from the outcome.

Outlook Coop project management professionals begin by defining the client's objectives, and reconfirming the feasibility of the proposed undertaking. We then develop a structure and strategy designed to achieve your time, cost and quality targets.

### **The whole spectrum**

Our well-proven techniques, which include assistance in implementation and cost and control systems, transform the most complex, difficult assignment into a programme that is realistic, achievable, and even simple. We understand project management, its problems, and how to solve them. After all, our own projects have been managed in this way.



Our management services and specialist expertise are in demand for such diverse activities as establishing organisation structures, analysing facility management systems, auditing and facilitating change management.

### Experts through experience

We are actively involved in broad business and social areas, and can exhibit a creditable track record in a wide raft of national sector reform initiatives covering education, media, retail, business and health.

Our experience includes management of projects of all sizes, ranging from short-term project design / feasibility studies, project evaluation missions, organisation of workshops and seminars to long-term implementation projects with a multi-disciplinary team, both nationally and internationally.

The type and range of services required within the stages are negotiable and varied to suit client's needs and we are readily able to tailor our scope services to meet any project need in any of its phases.

### Project Management Span of Services

- Assist in preparing the client's brief
- Advise on budget / funding arrangements
- Holistic planning
- Consult stakeholders
- Prepare feasibility study and report
- Develop project strategy
- Devise project programme
- Coordinate design processes
- Arrange tender documentation
- Evaluate tenders
- Participate in contractor selection
- Monitor progress through specific control procedures
- Organise handover and/or longer-term maintenance structures



## RESEARCH AND BUSINESS INFORMATION

At Outlook Coop, we pride ourselves in being a research and business information consultancy providing a seamless range of research solutions for management, marketing and business information professionals. Our commissions range from small ad hoc business information enquiries to large, continuous market research surveys.

### Knowing what's out there is powerful

Without the right kind of research, you could end up delivering the wrong service to a disappointed marketplace - or the right product to an uninterested audience.

### Our method

Our highly skilled, dedicated research team has an unrivalled knowledge base and access to many information sources providing a powerful and efficient service that combines business intelligence with market research.

We are independent and not tied to any specific research techniques or methodologies. This ensures that the most appropriate value/benefit techniques and methodologies are selected for our clients. Our principle is that business decisions drive research and business objectives are the focus for all research projects. This translates itself to an assurance that our advice selects the most appropriate method for client requirements.

We offer a wide range of research skills and techniques selected for your specific needs. This ranges from basic tabulations to full analysis and interpretation including market reviews, feasibility studies, profitability studies, competitor analysis and strategic marketing plans. Techniques employed include desk research, telephone interviews, fax surveys, postal questionnaires, face-to-face interviews, executive interviews, group discussions, data analysis, multivariate statistical analysis, business analysis and report writing.

### Helping you do what you know best

We have the resources of information and analysis, leaving you to concentrate on your core competencies. We are equipped to deliver facts as comprehensive as possible. But we do not stop there. We will provide the research you need to make your projects come true.

### Comprehensive, detailed, accurate

Specially made reports on markets, industries or companies are produced to client specifications. Experienced analysts work with clients to define requirements and compile the report to client specifications. Reports range in size from a few pages to a major report.

### Our Services

#### Competitive Environment

- Market Climate and Trends
- Competitor Profiles and Tactics
- Customer Expectations & Satisfaction
- Market Shares and Segmentation
- Supplier Studies
- Opportunity Identification

#### Internal Capabilities

- Managerial Attitudes and Beliefs
- Corporate Aspirations
- Staff Morale and Attitude Surveys
- Brand and Brand Names

#### Managerial Ambitions

- Business Environment
- Organisational Strategy
- SWOT Analysis
- Social and Cultural Trends
- European Development Consulting
- Future Trends Research



## HUMAN RESOURCES AND BUSINESS MANAGEMENT

We strive to provide high quality, professional and ethical hands-on advice to clients. The aim is to support all aspects of human resource management and development in order to meet the human resource needs of their business. This applies for all types of clients, within defined timescales and with commercially viable solutions.

### **People shape the way your business goes**

We can help you build on your management competencies by focusing on other key areas such as employee relations, internal communication and information systems to help you transmit your message organisation-wide.

### **Our services are complete and professional**

We can assist businesses of all sizes to meet their human resources management needs in a highly professional and commercial way, within fixed deadlines and to agreed price structures. Throughout the years, we have also provided substantial HR support to numerous organisations operating in various sectors of the industry.

### **HR Assessments**

By use of validated tests, interactive exercises and interviews, our qualified staff evaluates the competence and potential for professional growth of individuals (or teams) within a controlled environment. Each tool is adapted to the type and level of function against which an individual is being assessed - and each yields its highest added-value when used in cases of recruitment and promotion decisions, establishing and developing individual career plans and competency management projects.

### Human Resource Audits

A team of experienced consultants will add value to your organisation by providing tangible and 'hands-on' solutions to HR operational issues. This is done by reviewing tools and procedures used for HR purposes. Our approach is based on sound methods and field tools that yield practical results improving the delivery of HR services.

### Analysing Training & Development

A team of experienced training consultants support your organisation to set-up training curricula and training plans by identifying and defining individual or organisation development needs. Our approach is based on the use of competence models to maximise the benefit of training delivery. Together with our team of trainers, your organisation will define the best method and tools to use to deliver training.

### Outplacement

Our HR professionals will support individuals (or groups of individuals) faced with the reality of occupational redundancy. In the context of an outplacement programme, our consultants will assess the competence and professional growth/change potential of individuals affected by outplacement to develop an action plan which aims at repositioning them on the employment market. Each individual in your outplacement programme has access to our skills training and industry-specific knowledge.

### Recruitment and Selection

Our team of consultants will support your organisation at efficiently recruiting the best suited candidate for vacant positions by handling some or all administrative tasks related to the recruitment exercise. Depending on the profile of the vacant position, clients can choose amongst various recruiting approaches to fill vacant positions in a cost effective manner.



## JOB SELECTION, PERSON ASSESSMENT AND RECRUITMENT

We can help you achieve a competitive edge in the search for your human resources. Our aim is to become a true partner with you - working together to tackle the many challenges of human resource organisation. The recruitment process we offer you is effective through fine-tuned techniques of planning your need and supply.

### **You need the right people to work with you**

Identifying and employing new people is still a way of increasing the value of any organisation. Our business has grown around close long-term relationships and our philosophy has evolved as the nature of these relationships has changed from supplier to service provider to business partner. Our clients recognise the importance of talent disposition and aptitude. They understand their people and the need to maximise their effectiveness. Individuals, on the other hand, trust us since they know that we are concerned with building their own successful careers.

### **Resourcing with individuals in mind**

Many aspects of the recruitment process have changed considerably in response to market trends and conditions. It is our job to ensure that we help you stay in touch with these changes and that is only achieved by ensuring that we stay ahead of them ourselves. The success of our work is determined by our ability to bring together organisations and individuals who can have a positive long-term impact on each other's performance.

At many levels, specific job skills can be developed or enhanced but an individual's character is the cornerstone of their potential and as such should be unlocked and enriched in order to ensure a blend of styles and abilities that strengthen a company's competitive advantage.



Our work starts by building a comprehensive brief that openly reflects a business, its culture, goals and ambitions and, in reality, extends beyond the natural conclusion of a successful placement. Our process is as long or as short as it needs to be. Our assessment methodology includes a blend of techniques that serve to gather a multi-dimensional understanding of each prospective candidate but always goes beyond just skills and experience - assessing emotional intelligence is one of these understanding tools.

Although focused on the industry that we serve, we are not limited to these in our understanding and access, as parallel industries offer much potential for either identifying a candidate or developing an individual's career. The whole approach is based on a simple premise - it is no longer sufficient for a resourcing exercise to be cheaper or quicker than another option. We ensure that we create value that is measurable, sustainable and desirable.

As always, we are committed to provide the highest standards of service and absolute confidentiality in the process.

**Our approach means that we:**

- Develop a close understanding of your business needs, style and culture
- Maintain a highly confidential and ethical approach
- Place high profile advertisements in the best and most appropriate media to attract candidates
- Establish agreed standards of service
- Provide additional recruitment tools such as emotional intelligence exercises and specifically tailored assessment briefs, if required
- Assist you in interviewing the short-listed applicants and, if necessary, negotiate in your name an employment package that suits both parties involved.



## TRAINING AND DEVELOPMENT

We believe in an approach that offers more support to individuals, teams and organisations as a whole, and which also helps to reinforce training messages to best effect.

### **Our Training Philosophy**

Our preference is to discuss perceived training needs with employers or those responsible for training, and wherever possible, to meet or communicate with delegates prior to any training event. This may take the form of a questionnaire, a phone call or brief meeting, the purpose of which being to assess specific requirements, address concerns and involve delegates in the whole training process. Following training, we also provide the opportunity to address any issues that may arise when the delegates put their new skills into practice.

Our training portfolio offers a comprehensive range of development opportunities designed to equip candidates with specific skills, as well as to provide support for continued development. The programmes we deliver can also be tailored specifically to meet your organisation's needs, and can be run on an 'in-house' basis.

### **Once there, you have to develop**

Your success or failure as an organisation constantly depends on your ability to identify and develop people's personal and professional needs. This depends on focused training for quality performance. We work together with you and your team members to identify, develop and deliver the right kind of training to suit your specific needs. The latest thinking and learning techniques are applied to all of our custom courses. Course participants gain hands-on experience and practical tools they can immediately start applying at their workplace.

Outlook Coop trainers use a variety of methods to tap into the experience and knowledge of your personnel and apply these to the core of the training programme. Our training is highly interactive and we base our sessions on trainer input and facilitation, group discussions, role-playing, individual and group exercises, analysis of video clips, participants' presentations and the latest training games. This is done to create an experiential learning environment in order to maximise individual and team performance, development and motivation.

### **Designed with your business in mind**

Outlook Coop has a pool of professional, full-time and freelance trainers with national and international reputation for the quality of its training and development techniques.

We are proud to have successfully helped organisations to find the right level of support for the development of their human resources in line with key business objectives. We have delivered individually tailored training and development initiatives across a wide range of industry sectors.

Each of our training modules addresses the complexity of change, detecting the gaps created by systems, processes, policies, practices and behaviours. We use our real world experiences to help participants navigate through the systemic barriers to change and we focus our energies on the changes you, as our client, want and need.



## ADVISORY AND MANAGEMENT SERVICES FOR EU-FUNDED PROJECTS

We strive to provide our clients - including cooperative entrepreneurs, public organisations, private companies, small and medium enterprises and civil society organisations - with a one stop shop service to add a European dimension to activities, projects and services and to make use of EU funding

### Advisory Services: Pre-application Phase

Phase I: Eligibility and Alignment

We assist your organisation by:

1. Checking if it is eligible for funding.
2. Identifying related EU funding programmes or schemes.
3. Making sure that your project's idea/concept falls within the scope of the relevant focus area of intervention that is open (or can be open) for project proposals.
4. Seeing that your project's idea/concept (or the one developed with our assistance) contributes towards the objectives of the programme/scheme/call for proposals.
5. Identifying if it has the necessary capacity to manage EU funding.

### Advisory Services: Application Phase

Phase 2: Project Concept Development

We assist your organisation by:

6. Developing a project idea/concept suitable for your organisation's aim and objectives within the scope of the relevant focus area of intervention that is open (or can be open) for project proposals/funding programmes and schemes.

### Phase 3: Planning & Application Writing

We assist your organisation by:

7. Developing and enhancing the project concept related to your organisation's aims and objectives.
8. Planning, designing and budgeting the project/s.
9. Seeing that your project's idea/concept includes clearly identifiable and measurable targets that comply with the indicators related to the programme/call for proposal.
10. Assessing if it can provide the necessary co-financing for the planned project.
11. Filling in the relevant application for EU funding programmes and schemes.
12. Offering our expertise in pan-European projects design and feasibility, economic and financial planning.
13. Identifying and building partnerships (locally and with other EU countries).
14. Developing a high level of readiness for the planned project (feasibility studies etc).
15. Addressing the themes of equal opportunities, sustainable development and innovation in the project.

### **Advisory and Management Services:**

#### **Post-project Approval for EU Funding**

Outlook Coop provides project management and consultancy services following tenders or service contracts awarded by voluntary, civil society, private or public organisations Outlook Coop also provides its project management services in ventures which it joins as a partner or leader in EU Commission projects that are directly funded.



## EVENTS MANAGEMENT

Outlook Coop has considerable experience and a proven track record in event management and has been entrusted with organising major events. We have the capacity to see to events from conception through to completion.

Events range from mass gatherings to bill board campaigns, press conferences, exhibitions, fairs, festivals, concerts, conferences, seminars, promotions, sports and social events, awareness camps and road shows.

We ensure clear communication and excellent organisation and have the ability to respond quickly to change, ensuring the smooth and efficient running of any event. We ensure that your event runs smoothly and your clients have an event to remember:

We see to all aspects of organizing a successful event.

- We will liaise with you to ascertain your precise event requirements;
- produce detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
- secure and book a suitable venue or location;
- ensure insurance, legal, health and safety obligations are adhered to;
- co-ordinate venue management, caterers, stand designers, contractors and equipment hire;
- plan room layouts and the entertainment programme, scheduling workshops and demonstrations;
- organise facilities for car parking, traffic control, security, first aid, hospitality and press;
- identify and secure speakers or special guests;



- co-ordinate staffing requirements and staff briefings;
- prepare delegate packs;
- co-ordinate everything on the day of the event to ensure that all runs smoothly;
- guide you to follow accurately Malta's protocol and the flag protocol if required;
- oversee the dismantling and removal of the event and clearing the venue efficiently;
- carry out a post-event evaluation

Outlook Coop has managed a number of large scale events forming part of EU funded projects regarding various issues such as disability, equality, EU policies, environment, agriculture, science and technology and employment



## MEDIA MONITORING

The overall aim of our media monitoring service is to provide a comprehensive and accurate overview of all audio-visual and press coverage for media monitoring and archiving purposes.

The news monitoring industry provides government agencies, corporations, public relations professionals, and other organizations access to news information created by the media. Generally monitoring print, broadcast, and internet content for any mention of specific subjects of interest, a news monitoring company will analyze and provide feedback to their client in the form of press clippings, monitoring reports, and media analysis.

Agencies or corporations can subscribe to media monitoring services to keep track of any reports or comments in the media. For example, we can provide summaries of coverage and/or copies of material drawn from a wide range of sources, including TV and radio news reports, commentaries on TV and radio shows, newspaper opinion/commentary columns and magazine articles.

The material collected would include any media items that relate to the organisation's operations, its corporate reputation or its media image. This can include reports about or discussions of the sector/ related services in general, and any media item that specifically mentions the organisation, its clients and suppliers, its competitors or related interest groups or other specified subjects of interest, such as food/health regulations and legislation.

Outlook Coop has managed media monitoring projects. The projects included media monitoring services aimed to keep track of media mentions relating to EU and EU Funds in Malta, including news, features, adverts and other mentions. The service included the collection of data on the relevant media mentions and adverts carried in the national press and audio-visual media.

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MANAGEMENT AND COMMUNICATIONS

[www.outlook.coop](http://www.outlook.coop)