

THE FUTURE OF CORPORATE REPORTING

By Tanya Galbraith

With Interaction's focus being on Corporate Reporting I took it upon myself to spend a week in London examining business opportunities and exploring the international future of Corporate Reporting. Reporting is after all an aspect of strong communication and plays a significant role in creating a sense of conviction in a company.

All a good idea in theory but after trying to survive the most uncomfortable plane ride in the history of travel, screaming babies and flu ridden passengers included, to missing every possible underground connection available I found my goal slightly more challenging to achieve than originally planned.

London is a beast that must be tamed before any real networking can commence. I started this feat by giving up on the impossible web of underground trains with a two hour treasure hunt for Hyde Park. Don't think I was pulling a map book out in the middle of busy London, I was there to impress. Of course being mere meters from my destination for most of the 120 minutes was a small price to pay.

Hotel accommodation is also challenging, once settled in a single room with little room to swing a cat one needs to master new light switches and toilet flushing devices that seem almost alien. That is not taking into account that there are only so many dinners you can eat on your own. Needless to say, it was a matter of time before I mastered London and all it had to offer, albeit on the last day of my visit.

What did come across clearly during my stay was that the world has become a smaller place – all thanks to good communication – and with it comes the necessity of making certain that compliance codes are followed and that the information reported on is accurate. Interaction realizes that regulations are becoming more global and along with that is the importance of competent signoffs. If clients require that their documents be signed off by an Independent Competent Person (in terms of SAMREC or similar codes), Interaction can facilitate this at an additional fee by making use of Venmyn Rand (Pty) Ltd.

With the ease of access to information confidentiality is also key. Interaction has to ensure that any information which is obtained during investigation, and not in the public domain, will be treated in the strictest confidence.

A major trend in the annual reporting industry is making stakeholder communication more than just a once-off event and rather an ongoing process. Through the use of the internet, companies can now allow users to download PDF versions of these reports encouraging an on-going relationship with investors at the touch of a button. Besides the once-off annual report, quarterlies, ad hoc briefings and detailed stock exchange required information all form part of this vital communication practice.

We welcome companies to work with us to ensure the communication link between you and your stakeholders. Interaction will be sending out monthly newsletters updating clients on reporting trends both locally and abroad. If you would like to receive this information please subscribe below.

Please do not hesitate to contact [Tanya Galbraith](#) for further information regarding Corporate Reporting services.

For more information or to browse through our portfolio, please visit www.venmyn.com/interaction.php