

the prospects service

the comprehensive macroeconomic trends, analysis and forecasting advisory service from cebr



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the **prospects** service is the comprehensive macroeconomic trends, analysis and forecasting advisory service from cebr.

With membership of the **prospects** service, you will be kept up-to-date with the latest economic trends, and how they will affect businesses and the markets.

You will gain insight into the underlying drivers of change in British and international markets.

You will have full access to the detailed global economic predictions of a leading independent forecasting house.

And, you will have your own team of economics advisers on-call when you need expert advice on the state of the economy or a knowledgeable sounding-board.

the **prospects** service



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Independent analysis and forecasts from a respected source

cebr is an independent economics consultancy established in 1993.

We use economics and econometrics, surveys, qualitative research, expert interviews, computer modelling and scenario planning to help our clients understand their environment, forecast changes in it, build robust strategies and persuade others.

As a recognised independent forecasting house, our top-line predictions for the United Kingdom are published by the Treasury.

We are innovative and our approach is unashamedly quantitative; our advice is supported by thorough numerical analysis.

We challenge conventional wisdom and have the courage to tell clients what we believe is right, and not just what they want to hear.

We are proud of our abilities to communicate at all levels and with all audiences, and to influence others' decisions.

'leading economics consultancy'

The Guardian

'independent'

The Financial Times

'leading think tank'

Daily Mail

**'the respected Centre for Economics
and Business Research'**

The Times

**'one of the UK's top economic
prediction firms'**

Scotsman

'leading economic think tank'

City AM

'the respected think-tank'

Evening Standard

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Your comprehensive package

Your annual membership of the **prospects** service includes:

- ½-day **workshop in your offices** on macroeconomics prospects, and their implications for you, with one of our senior staff
- Attendance at two cebr **senior executive discussions**
- Up to 48 hours of telephone and email support from your **nominated economics advisers**
- Our comprehensive service of economics and market **news, analysis and commentary** delivered by email
- Our series of **prospects reports and databanks** providing four year forecasts for all key United Kingdom business, consumer, housing, trade, markets and regional trends — plus predictions for growth in 25 economies worldwide
- Fifteen per cent discount on standard fee rates for any bespoke consultancy work commissioned from cebr

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Designed for senior business executives

We understand the need for brevity, clarity and relevance.

the **prospects** service reports are delivered, by email, in PowerPoint format — so they can be cut-and-pasted into your own slideshows.

Our briefing sessions and presentations are focussed, punchy and interactive.

And the detailed numbers behind our predictions are provided in an Excel spreadsheet for you to use on your own desktop.

Economics is not an end in itself; it is only the means to better understanding your business and its future.

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Your team of economics advisers — by email, on the telephone and face-to-face

Your team of economics advisers

You will have one senior member of the cebr team and two economists assigned to you as your economics advisers.

Your workshop

At your offices at a time to suit you
Your senior adviser plus one economist will spend ½ a day with you in your offices to give you a full briefing on the macroeconomic climate and prospects, and the implications for your business. The style of your workshop is up to you; it can be anything from an informal Q&A session through a facilitated workshop to a presentation at a company conference. Some clients choose to have a brainstorming session among the executive; some invite us to contribute to their strategy or planning away-days; others get us to present to their board of directors. Your subscription includes one workshop each year[†], although any travel and accommodation costs for venues outside the M25 are chargeable in addition.

Senior executive discussions

Late Jan, May and Sept
Every four months, we host a small, private and non-competitive gathering of senior executives to discuss the state of the economy. Over breakfast or lunch, a cebr director briefs them on our latest analyses and forecasts in advance of publication; then the floor is opened for a Chatham House rules discussion of others' views and perspectives. Your subscription includes two free invitations each year[†], although spaces are allocated on a first-come first-served basis so do book early.

Telephone and email support

52 weeks per year
Your nominated economics advisers are on call to discuss the latest macroeconomic data and news, and our forecasts. Use them to brief you in advance of a key meeting or presentation, help you navigate through our forecasts, find the relevant government statistics or to simply chew-the-cud after latest interest rate decision. Your subscription includes up to four hours support in any one calendar month[†].

[†] Unused allocations are not transferable and cannot be rolled over into subsequent periods.

“... extremely complementary feedback from our Partners and Directors with regard to your presentation.

“... consensus of opinion on the benefit of having an external view on the future of both the UK and international economies, as well as an understanding of the implications of the future trends you highlighted on our business.

“... highly relevant to our work and will lead to many of my colleagues looking in closer detail at opportunities you touched on.”

Simon Appell

Head of Corporate Advisory & Restructuring Europe

Kroll

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Your membership includes our comprehensive email news, analysis and commentary service

Monthly commentary

Last Monday of every month

Punchy and concise assessment of the state of the global and United Kingdom economies and their short-term prospects. Always insightful and never scared to challenge conventional wisdom. Included in the prospects report issued that month.

Forecasting eye

First Monday of every month

Published continuously since 1995, this one page topical think piece draws widely from cebr's research portfolio. Its unique style pulls no punches, and its conclusions are sometimes controversial, but the *Eye* always stimulates debate. (Available to non-members.)

Equities assessment

Last Monday of every month

Monthly quantitative assessment of the scale of over or under valuation of the FTSE 100 and Dow Jones against fundamental economics position. Included in the prospects report issued that month.

Budget / Pre-Budget Report special analysis

Issued on the day

Straight-talking assessments of the Chancellor's two key economics policy documents plus their implications for businesses, markets and consumers.

Need to know

Every Friday

Weekly one page summary of key economics events and data over the past week plus diary and predictions for the coming week. It simply is all you need to know.

As it happens

3-5 issues each week

Succinct rapid response email briefing on key statistics, central bank decisions and news events.

'CEBR [is] one of the few economic consultancies which has recently taken a more positive (and accurate) view on house prices'
The Sunday Times

'leading economic forecaster'
FT.com

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Exclusive and comprehensive access to cebr's forecasts through prospects reports and databanks

Global prospects

Last Monday of Feb, May, Aug and Nov

Four year forecasts for: \$, ¥ and € interest, inflation and exchange rates; economic growth in Belgium, China, Eurozone, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Latin America, Malaysia, Middle East & North Africa, Netherlands, Poland, Russia, Singapore, South Korea, Spain, Sub-Saharan Africa, Sweden, Switzerland, Turkey and United States; and oil and commodity prices.

United Kingdom prospects

Last Monday of Mar, Jun, Sep and Dec

Four year forecasts for gross domestic product, manufacturing output, earnings, wages and salaries, employment and unemployment, inflation, interest rates, bond yields, corporate profits and dividends, investment, construction and stock building, £/\$ and £/€ exchange rates, balance of trade, tax receipts, government expenditure, and public sector borrowing and debt.

Consumer and housing prospects

Last Monday of Jan, Apr, Jul and Oct

Four year forecasts for United Kingdom households' gross and disposable incomes, savings and spending on durables, non-durables, services, cars, food, alcohol and tobacco, and clothing and footwear — plus predictions for house prices, transactions and new builds. Every July we will update and present our twenty year house price forecasts.

Business services prospects

Second Monday of June and Dec

Four year forecasts for output, employment and exports in eight United Kingdom business services sectors: accountancy; advertising; architecture and engineering; information technology services; legal services; market research and management consultancy; real estate; and research and development.

Regional prospects

Second Monday of Jan and Jul

Four year forecasts for output, employment, population and house prices for each of the nine English regions plus Scotland, Wales and Northern Ireland.

London and the City prospects

Second Monday of Apr and Oct

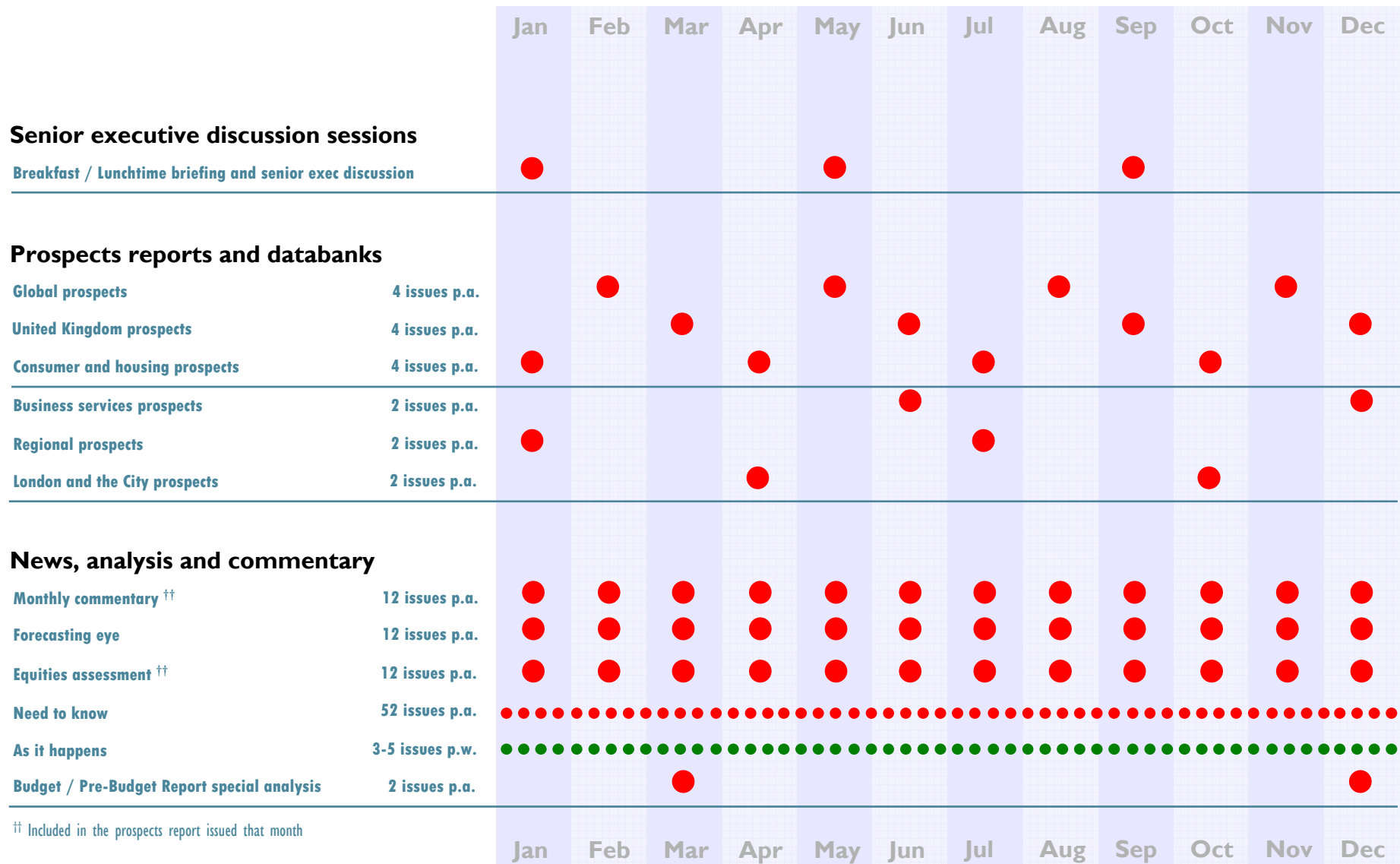
Four year forecasts for Greater London output by sector, employment, consumers' expenditure, investment, trade, inflation and property prices, plus predictions of City-type jobs and bonuses, stock exchange transactions and turnover, external liabilities and foreign currency assets of banks, LIFFE contracts, and merger and acquisition activity.

All are fifteen page 'PowerPoint' reports sent by email with the detailed forecasts contained in an easy-to-use 'Excel' spreadsheet databank.

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†† Included in the prospects report issued that month

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Membership fees, extras, upgrades and small print

Membership fees

	<i>excluding VAT</i>
12 months	£10,000
27 months — three months free	£20,000
42 months — six months free	£30,000

Each twelve months of membership includes:

- *One ½-day workshop at a location of your choice in Great Britain*
- *Two invitations to cebr senior executive discussions*
- *Up to four hours per calendar month of telephone and email support from your nominated economics advisers*
- *Our comprehensive service of economics and market news, analysis and commentary delivered by email to a single email address (c. 300 reports)*
- *Our series of prospects reports and databanks delivered by email to a single email address (18 reports and databanks)*
- *Fifteen per cent discount on standard fee rates for any bespoke consultancy work commissioned from cebr*

In addition, we will recharge all travel, subsistence and accommodation expenses relating to any workshops or meetings conducted outside the M25 area.

Extras and upgrades

	<i>excluding VAT</i>
Workshop with Douglas McWilliams	add £2,000
Workshop in Europe (not Great Britain)	add £1,500
Workshop in rest of World (not Europe)	add £3,000
Extra workshop in Great Britain, each	£1,500
Extra workshop in Europe (not Great Britain), each	£3,000
Extra workshop in rest of World (non European major city), each	£4,500
Extra invitation to senior executive discussion, each	£250
Extra email addresses, per address per annum	£50
Extra hours support	see rates schedule

Terms and conditions. All fees are quoted excluding VAT, which will be charged in addition at the appropriate rate. Fees must be paid in full prior to commencement of membership. Membership operates on a calendar month basis. We reserve the right to alter the timings and content of the membership package for operational reasons. Additional services, fees and expenses will be charged monthly in arrears by invoice. Our terms of payment are that invoices are to be settled in full on presentation. Unspent allocations are not transferable and cannot be rolled over into subsequent periods. All materials supplied remain the property of cebr and are provided for use only by current *bona fide* employees of the member company. Materials may not be disclosed or transmitted to individuals or organisations outside the member company without prior written permission from cebr.

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Fee rates schedule for additional support and bespoke consultancy

	Standard rates		Membership rates	
	<i>per day</i>	<i>per hour</i>	<i>per day</i>	<i>per hour</i>
chief executive / chairman	£3,000	£430	£2,550	£365
director / managing director	£1,900	£270	£1,615	£230
managing economist	£1,600	£230	£1,360	£195
senior economist	£1,200	£170	£1,020	£145
economist	£900	£130	£765	£110
economist (junior)	£700	£100	£595	£85

Members receive a fifteen per cent discount on cebr's standard fee rates when commissioning bespoke consultancy work

*Fee rates quoted excluding VAT and out-of-pocket expenses.
All work charged monthly in arrears on a time and materials basis.*

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For more information, contact

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