

WELCOME TO THE MEMBERS SERVICE GUIDE.

This guide will tell you more about the services currently available to members, how they work, how you enter information and administer your site entry. This section deals with entering, amending and deleting publications.

This help section is relevant for Members, Finance Members and Special Services Members.

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INTRODUCTION

What are publications?

Publications are any document on corporate finance related subjects including a book, pamphlet, PowerPoint presentation, document or spreadsheet that provides useful information on a particular subject. They exclude corporate brochures and marketing material. Brochures can be linked to the web entry and marketing information will be added to the members' news / press releases.

How are publications made available on the website?

Members can use an input form which adds details of the publication to a searchable database. Visitors to the website can search the index to locate a publication of interest. Members can make the publication available to visitors to the site in 3 ways:

1. By sending a copy in response to an email request
2. By linking the publication to your website where it can be downloaded
3. By providing us with the document so it can be downloaded by visitors on our server.

Members can choose to provide documents on request and or by one of the two download methods.

Why are publications important?

Publications are important as they are a key part of attracting potential users of advisers' services and those looking for finance or other services. They are important for you in getting visitors to contact you whether by using the email link or website link on the publication index, by drawing them to your directory entry or through a request for a publication. They are an opportunity to demonstrate your expertise and experience and to differentiate your operations from those of your competitors.

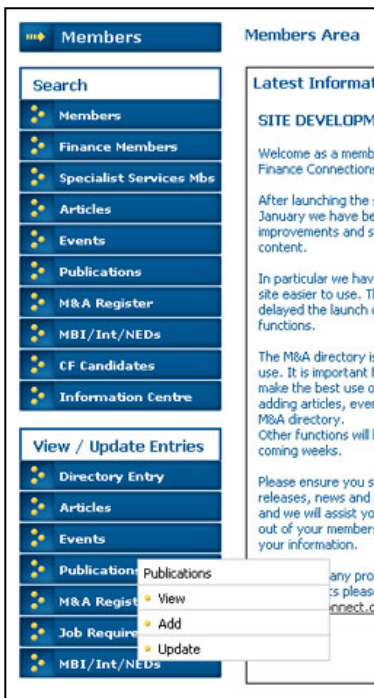
What is the preferred way of providing documents?

There are advantages and disadvantages of each method.

<i>Sending a copy</i>	<ul style="list-style-type: none"> -Advantages -Disadvantages 	<ul style="list-style-type: none"> You obtain contact details of the interested party Needs admin time, hard copy costs more, some users don't want to supply information or want to obtain the document immediately
<i>Download</i>	<ul style="list-style-type: none"> -Advantages -Disadvantages 	<ul style="list-style-type: none"> Immediately available, no administration, No details of person downloading lower presentation quality when printed, needs a reasonably fast internet link.

How you wish to provide documents is very much a marketing issue for you. Where documents are made available for download, we recommend they should be linked to your site. This ensures that any updates are incorporated without new documents being provided.

Documents sent to us should be in PDF format or capable of translation to PDF format.



Where on the web site do I add a publication?

Publications are entered from the Members Area using an administrator log in.

On the Members home page, select publications from the view / update entries menu. This will bring up three choices, view your existing publications, update a publication or add a new publication. Select Add.

How are publications entered on the database?

Publications are created through an online input form select publication. This is discussed further below.

PUBLICATION EXAMPLE

How do visitors to the website find my publications?

Search Publications

Search for publications produced by some of the UK and Ireland's leading corporate finance advisers. The search below helps you to find a publication relevant to your interest.

Your search will produce a summary of publications and give you the opportunity to request or download the publication. We recommend you start with a detailed search, relaxing your criteria if an insufficient number of publications are found. Use the keyword search (single word only) to refine your requirements even further.

See help for more guidance. See also Search articles.

Publication subject:

Recent publications:

Region:

Keyword:

OR

Company name:

The publications search page enables selection of publications by a range of criteria including Keyword.

If you have chosen to make your publication member only, your publication will only come up on a search carried out by a logged in member.

When visitors to the site complete a search, they are shown a list of matching publications with information such as in this example

Search Publications

You searched for: "Selling a business" Showing results 1 - 2 of 2

- 1) Baker Tilly** North West

Selling a business - The Survival Guide to Selling Your Business

By Baker Tilly on 1/1/04 view directory entry view company website go back

A professionally controlled sale of your business is often the best way to crystallise what can be a lifetime's effort and commitment. This guide provides sensible advice on the best path to take and helps you to identify the main difficulties you may encounter whilst selling your business.

[download publication - request publication](#) Posted: 4th of May 2004
- 2) Tenon Corporate Finance** North West

Selling a business - Practical Guide - Selling Your Business

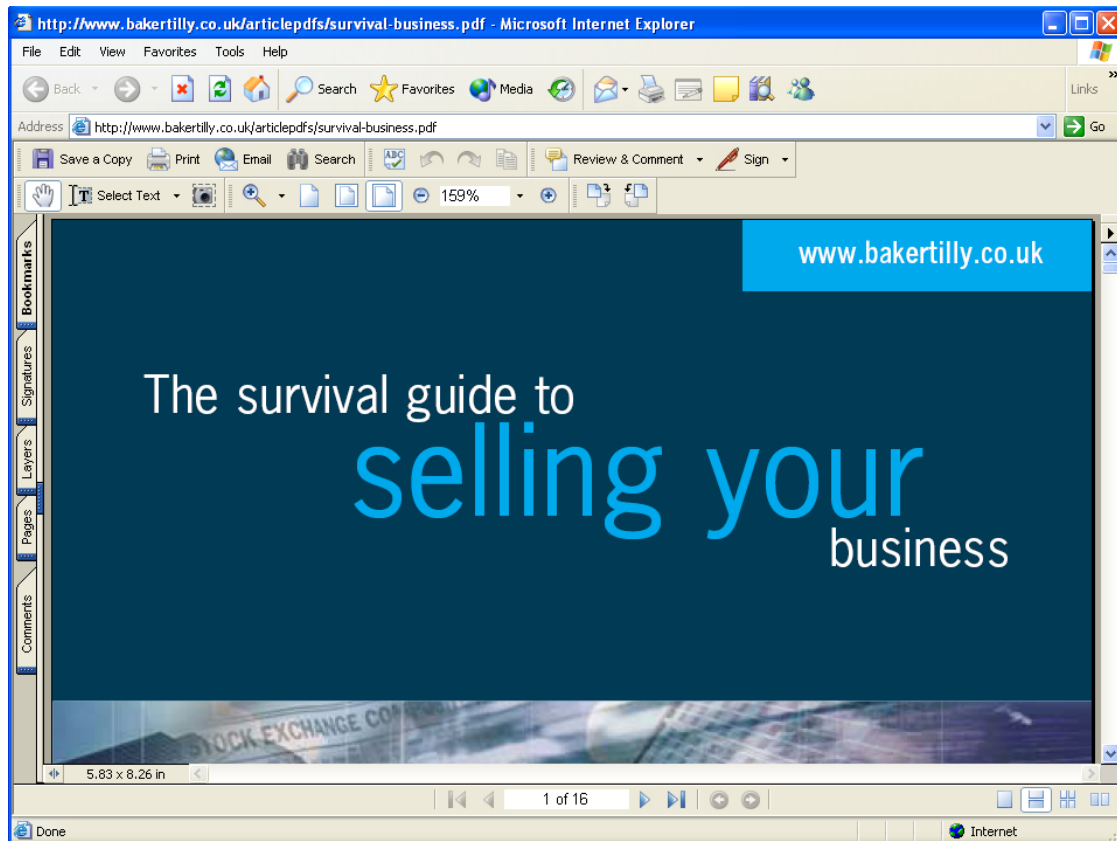
By Tenon Corporate Finance on 1/1/04 view directory entry view company website go back

A practical guide to selling your business.

[download publication](#) Posted: 26th of May 2004

Showing results 1 - 2 of 2
<< Prev | Next >>

When a user selects a publication, it opens in a new window similar to the following:



ADDING A PUBLICATION

What does the input page look like?

The publication is entered using the following input form:

Add Publication

* indicates a required field

Date posted 16/08/2004
 Publication date / / *

Region North West

Members only viewable Yes No

Contact email *

Author of publication *

Publication subject - - - Select - - - *

Publication title *

Publication description *

Available for request Yes No *

Available for download Yes No *

If you are making this document available to download from your website, you must enter the URL (web link) here. To find the URL, open a new browser session (e.g. Internet Explorer), visit your website and click through to the publication. Select the full address at the top of your browser screen, right click it and choose 'copy'. Paste this into the URL box below.

URL to download http:// - (required if Yes selected above)

You must [email us](#) the publication on completion of this entry to have it available on CF Connect for download.

Make available on CF Connect Yes No *

Publications can be designated as viewable by all visitors to the site or by members only.

If you do not wish for an individual author to be named, enter the firm's name

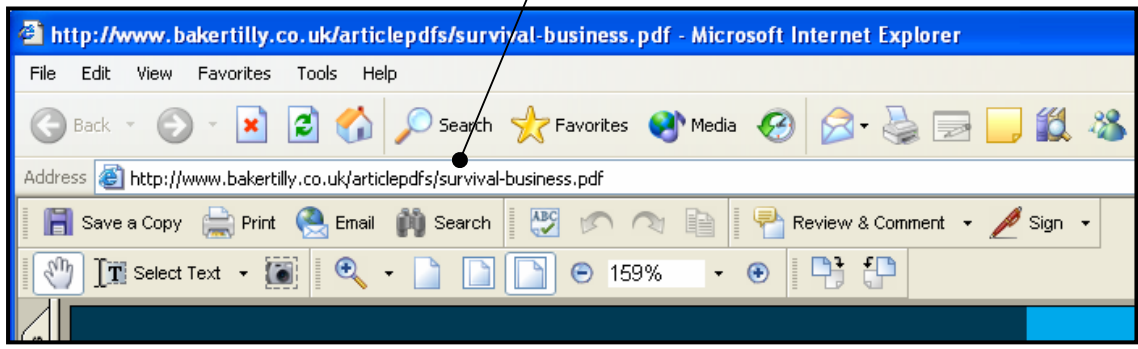
The type of publication i.e. MBO or Sale is selected from a drop down list. Select the appropriate subject area.

Publication subject is the title of the publication

Publication contents, a short summary of the contents of the publication

If the publication can be requested, select yes.

If the publication is available on your website, select yes and enter the website link. This is found in the subject line of internet explorer or equivalent.



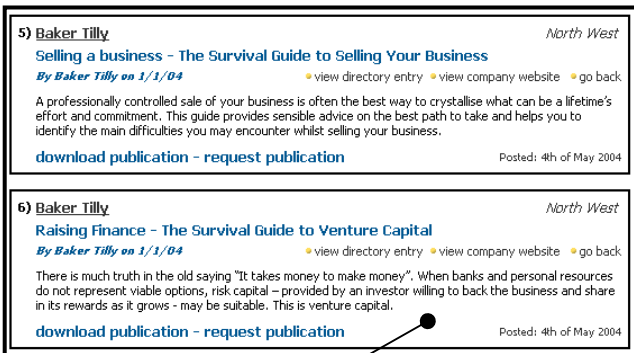
PUBLICATION CONTENTS

Will you remove any publications?

CFconnect will need to remove publications from time to time to maintain the balance, quality and dynamics of the information on the website. We may remove publications at our discretion. The reasons may include but are not limited to:

- They are adverts and provide no useful advice for the reader
- They contain negative comments against other professionals
- We have been informed that there are errors on the publication or that it is misleading
- there are an excessive number of publications on a specific subject
- An publication has dated, (we have not set an automatic removal date)
- We need to maintain the overall balance of publications on the site

We will notify you of the removal of a publication so you can plan to add an alternative publication.



Update.

Selecting update will bring up a screen listing all your publications with the title underlined. Select the publication to update by clicking on the title.

Each of the fields can be updated and the changes saved. Please note, the reset button only resets the fields with "Currently set as". It will not reset contents. If you wish to abandon use the back button.

If you wish to delete the publication, you must both tick the box and hit the delete button.

EDITING PUBLICATIONS

How do I amend existing publications?

On the Members home page from the view / update entries menu select publications. This will bring up three choices, view your existing publications, update a publication or add a new publication. Select

