

29 June 2009

Open reference for Chris Allsop

Chris Allsop joined Intelligent Media Solutions (IMS) in the capacity of assistant editor in June 2005, and left after rising to the role of managing editor (Office Products unit) three years later. IMS is an independent company involved in magazine publishing, contract publishing, new media and marketing solutions in a variety of niche markets.

Chris became editor of the company's flagship title, *Dealer Support* (long established in the UK office products market), following a three-month handover period with the previous editor. Coming from a role in the exhibition and conference sector, Chris proved himself to be a fast learner, quickly becoming familiar with the workings of an entirely new industry. During his tenure the office products unit added two new titles to its stable.

Out in the industry at large, Chris regularly scooped our main competitor when it came to breaking news online. A natural feature writer, Chris used his excellent compositional and sub-editing skills to ensure that the business and consumer titles under his control were consistently informative, entertaining and a 'must-read'.

Beyond the journalistic side of his role, Chris also proved himself a very capable marketing copywriter, working closely alongside his sales division and communicating with advertising clients to produce sharp, tailored copy for high-cost advertorials that regularly appeared within *Dealer Support*.

He was responsible for managing the editorial budgets of his unit, ensuring that costs across the four magazines and three websites he managed stayed within approved parameters. Chris was a sociable, well-liked member of staff, and a good worker.

David Collingbourne

Publisher



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