

## Announcing Information Mapping® Ruby Jubilee Celebration

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**Celebration in Canada** Communicare, Canada's source for Information Mapping products and services joins its many partners around the world in kicking off the Ruby Jubilee celebration, a year-long series of events, recognitions and promotions to celebrate the 40th anniversary of the development of the internationally-acclaimed Information Mapping method.

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**What is Information Mapping?** The Information Mapping method, a research-based approach to the analysis, organization and presentation of information, was initially developed by Robert E. Horn while at Harvard and Columbia Universities. Forty years later, the method has been embraced by hundreds of thousands of individuals in 40 countries.

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**Information Mapping today** "Technology has brought about many changes in methods of communication in the last forty years, but the principals that the Information Mapping method is based on - learning theory, human factors engineering and cognitive science - have remained relevant," said Robert E. Horn. "It has been gratifying to see the continued adoption of the method by companies across the globe and the positive impact that it has on their ability to communicate efficiently."

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**Information Mapping around the world** Since the development of Information Mapping 40 years ago,

- more than 300,000 people worldwide have been trained in the method
- more than 40 million pages and screens of critical corporate information have been communicated using the method
- organizations of varying sizes and industry have adopted the method
- the method has evolved from a tool for writing technical documentation and policies and procedures, to a corporate standard for all types of business communications including
  - e-mails
  - proposals
  - compliance documentation, and
  - training materials.

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## **Announcing Information Mapping® Ruby Jubilee Celebration, Continued**

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### **Impact of Information Mapping**

Independent research studies have measured the following impact on reading and writing within organizations:

- 80% reduction in first-draft development time
  - 20-50% increase in writer productivity
  - 57% decrease in the number of words in documents
  - 32% increase in accuracy of retrieval of information
  - 38% increase in corporate documentation use
  - 20-50% decrease in traditional and online documentation costs, and
  - 54% decrease in performance error rates.
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### **Why celebrate?**

"We are holding this year-long celebration to recognize the impact that this method has had on the way that information is communicated and to pay tribute to the research done by Bob Horn which remains the backbone of our business," said Doug Gorman, IMI's CEO. "We are also pleased to be able to use this milestone to show our appreciation to the loyal and growing 'Mapper' user base by recognizing some of the achievements made by individuals and corporations through the innovative use of the method."

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### **Canada celebrates**

"In Canada, we are proud to represent the Information Mapping method," according to Neill MacMillan, president and CEO of Communicare Inc. "For the past 12 years, we have trained over 10,000 people in government, industry, and business organizations and 'Mapped' many thousands of pages of vital information. We have witnessed the extraordinary impact the method has on delivering accessible, usable information to people who need it to perform effectively. A celebration of Information Mapping is a celebration of clear, clean communication."

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## **Announcing Information Mapping® Ruby Jubilee Celebration, Continued**

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**Celebration activities**

Activities planned for the upcoming year's celebration include:

- a Webinar featuring Robert E. Horn, founder of the Information Mapping method, and
  - a survey on the impact that the Information Mapping method has had on businesses and individuals.
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**For further information**

For further information and details about the activities planned for the Ruby Jubilee celebration, please visit Communicare's web site at [www.communicare.com](http://www.communicare.com)

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**Note:** Information Mapping is a registered trademark of Information Mapping, Inc.