

Royal accolade for Facts International's 30th anniversary celebrations

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Her Royal Highness The Countess of Wessex praised the leadership and teamwork of staff at Facts International and congratulated the company on all their achievements over the last 30 years.Â

Facts International - The UK's leading field research provider, welcomed Her Royal Highness The Countess of Wessex to their Ashford based communications centre as part of their ongoing 30th anniversary celebrations.

During the visit, Her Royal Highness was escorted by Managing Director Emily Kettle, who introduced her to a wide range of staff, clients and guests, with whom which The Countess discussed elements of the business including project feedback, customer value and apprenticeships. Immediately putting everyone at ease, The Countess of Wessex's prior career in PR shone through as she asked staff how quickly they could gather and feedback insights to clients.

Associate Director, Anna Mackenny said "Her Royal Highness had a great understanding of our business and was especially impressed that we could provide valuable client feedback within 24 hours".

Whilst touring the telecommunications centre, Her Royal Highness stopped to speak to specialist B2B interviewer Philip Smith, before moving on to greet Facts International's three apprentices Mathew Johnson, Kieran Farmer and Jack Kelly.

Following the introductions, IT Professional apprentice Mathew Johnson noted "Her Royal Highness was interested not just in our individual apprenticeships but in the promotion of apprenticeships in general and took the time to congratulate me on my recent Kent Excellence in Business Award (KEiBA) shortlisting. It was lovely to be introduced to Her Royal Highness and I feel honoured to have met a member of the Royal family".

The visit ended in a reception, where Her Royal Highness was introduced to clients and guests representing local schools, colleges and businesses. The Countess gracefully accepted the invitation to participate in Facts International's charity fundraising efforts and handed over the baton as part of the 30/30 relay challenge on behalf of Kent, Surrey and Sussex Air Ambulance Trust.

In a speech given by Facts International's CEO Crispin Beale, Facts International gifted a research project to one of The Countess of Wessex's patron charities and invited her to unveil a commemorative plaque.

Completing the visit, Her Royal Highness addressed the reception, thanking everyone for such an enjoyable visit, congratulating us on 30 years of market research excellence and encouraging everyone to keep up the great work both in the research industry and our charitable fundraising. The Countess's final words were to thank us from the bottom of her heart for our gift and to promise to work with us to help that project provide maximum value to the charity that would be the recipient of the gift.

On her departure, staff and guests alike commented on the success of the visit.

Guest Nigel Ashworth, Head of Insight at a leading financial institution and key client of Facts International stated "I was really proud to be part of your celebration and to help showcase the great work your team does for the bank everyday".