



Training Course Brochure



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IT Training

Standard (off the shelf)

We provide training in all standard off-the-shelf software from Adobe, Microsoft, QuarkXPress and many more.

We believe in helping you to use the tools available to help you do your job better, so our expert trainers are available to discuss your objectives and goals and then personalise a course that is right for you and your organisation.

Listed below is a selection of our training courses available. If you cannot see the course you would like or if you would like further information, give our friendly team a call on 01793 706286 who will be delighted to discuss your requirements.

Course	Description	Prices start from:
Access (2 days)	Learn how to design and create your own database using this powerful tool. Explore the powerful Query tool and produce professional reports as well as learn how to integrate with Word and Excel for features such as mail merge. Database design consultancy also available.	£520 per day
Acrobat Introduction (1 day)	This introductory course helps you to understand what PDFs are and their usage. Learn how to create PDFs and optimise for the right end result and learn how to use the commenting and reviewing tools.	£499.00 per day
Acrobat Review/Commenting (half day)	Learn how to review and proof a PDF adding comments and notes	£359.00 per day
Acrobat (2 days)	This two day course explores the full advantages of Acrobat, including, PDF creation, Distiller options, scanning, commenting/reviewing, digital signatures, adding bullets and links.	£499 per day
Act (2 days)	Learn how to configure and create your own database using this powerful tool. Make use of the automated reports and mail merge features. Database design consultancy also available.	£520 per day
AutoCAD Introduction (1 -2 days)	Learn how to create professional drawings and plans using this fabulous tool. Learn how to print and publish for other users.	£650 per day
Camtasia Studio (1 day)	Learn how to create and edit professional screen videos and then how to output for your audience	£600 per day

Captivate Introduction (2 days)	Want to create your own interactive training, provide demonstrations or simply want to create a great looking presentation. On this 2 day course you will learn how to create your own professional e-Learning solutions	£ 800 per day
Crystal Reports Introduction (2 days)	Need to create professional statistical reports? Let us show you how Crystal can help. Learn how to create professional looking reports that perform almost any calculation through the use of formulas.	£ 600 per day
DreamWeaver (2 day course)	Learn how to create professional looking websites in our two day Dreamweaver introduction course. By the end of the course you will have created a sample website with full navigation and embedded Flash movie files.	£550 per day
Entourage (1 day)	Learn how to create and send emails as well as use the Calendar, journals, and tasks.	£499 per day
Excel Basics (1 day)	Learn how to create and format basic spread sheets, including creating calculations and basic formulas.	£499 per day
Excel Introduction (2 day)	Learn how to create and format spread sheets, including performing calculations, inserting graphs, understanding and using formulas as well as using Excel as a database.	£499 per day
Excel Intermediate (1 day)	Improve your Excel spread sheet knowledge with this intermediate course. Explore more functions and formulas as well as goal seek.	£499 per day
Excel Advanced (1- 2 days)	This advanced course covers macro creation, pivot tables and forms	£499 per day
Excel VBA (1 day)	This course is suitable for experienced Excel users who wish to do more with their spread sheets. Learn how to write your own macros using VBA and create your own toolbars.	£600 per day
Expression Introduction (2 days)	Learn how to create professional looking websites in our two day Microsoft Expression introduction course. By the end of the course you will have created a sample website with full navigation and embedded Flash movie files.	£550 per day
Filemaker Pro (1 day)	Learn how to design and create your own database using this powerful tool. Produce professional personalised mail shots from your data.	£600 per day

Fireworks Introduction (1 day)	This introduction course teaches you how to create roll-over navigation bars or buttons for your website and how to optimise image as well as how to use the vector tools.	£499 per day
Flash Introduction (1 day)	This great 1 day course provides you with a good overview of the basics of movie creation within Flash. Learn how to create banner ads for your website or rotating images. Be creative.	£550 per day
Flash Introduction (2 day)	This two day course explores the full use of vector images, understanding the timeline, creating basic actions using Action script, creating buttons and basic input forms.	£550 per day
Illustrator Introduction (1 day)	Be creative and learn how to use the vector tools for drawing and creating professional graphics for both print and the web.	£550 per day
Illustrator (Advanced)	Take your images to the next level by learning about the available effects colour options available.	£550 per day
InCopy (half day to 1 day)	Learn how to create articles and/or sub articles using InCopy.	£350 per day
InDesign Introduction (2 days)	Learn how to create professional marketing material from adverts, to newsletters to company brochures.	£520 per day
InDesign for Editorial (2 days)	This course is aimed at editorial personnel who wish to learn how to use InDesign for designing and editing newspapers and magazines for both print and the web.	£520 per day
InDesign for Advertising/Production (1 day)	This course is aimed at Advertising or Production personnel who wish to explore and learn about InDesign features for designing and creating adverts for print or for web.	£520 per day
Lotus Notes	Learn about the workspace, how to create and send emails as well as managing your inbox.	£499 per day
Outlook Introduction (1 day)	Learn how to create and send emails as well as use the Calendar, journals, and tasks.	£499 per day
Outlook Special Features (half day)	If you know how to send and receive emails you may wish to try this half special features course which introduces you to the lesser known features such as dual time zone, voting options, managing and scheduling meetings and rules.	£375 per day
Outlook Email (half day)	Learn the basics of creating and sending emails using Outlook in this half day course. Explore send and read receipts, delivery delays as well as learn how to manage your inbox more efficiently, through rules and folders.	£375 per day

Photo Editor (1 day)	Learn how to edit and manipulate images.	£499 per day
Photoshop Introduction (1 day)	Learn how to edit and manipulate images.	£499 per day
Photoshop (2 day)	Learn the basics of image control and manipulation. Understanding how to use clipping paths and Alpha channels for using the images in Desktop publishing packages	£499 per day
PowerPoint Basics (1 day)	Learn how to create professional presentations in this one day introduction course.	£499 per day
Publisher (1 – 2 days)	Learn how to produce your marketing material such as brochures, newsletters and posters using this simple to use design package	£500 per day
Quark CopyDesk (half day to 1 day)	Learn how to create articles and/or sub articles using Copydesk.	£350 per day
QuarkXPress Introduction (2 days)	Learn how to create professional marketing material from adverts, to newsletters to company brochures.	£500 per day
QuarkXPress for Editorial (2 days)	This course is aimed at editorial personnel who wish to learn how to use QuarkXPress for designing and editing newspapers and magazines for both print and the web.	£500 per day
QuarkXPress for Advertising/Production (1 day)	This course is aimed at Advertising or Production personnel who wish to explore and learn about QuarkXPress features for designing and creating adverts for print or for web.	£500 per day
Visio Introduction (1 day)	Learn how to create organisation and flowcharts using this powerful tool	£550 per day
Word Basics	Learn the basics Word Processing, creating documents, managing documents and formatting	£499 per day
Word – Creating Consistent Documents (1 day)	Learn the effectiveness of styles and how to create consistent and professional looking documents.	£499 per day
Word – Don't Retype	Explore Word features for editing and entering data	£499 per day
Word – Mail merge (half day)	This customised course helps you produce professional personalised mailings to your client. Learn how to connect to a database and then create personalised letters.	£375 per day
Word – Long Documents (1 day)	Learn how to effectively work with long documents; creating headers and footers, table of contents, indexes, customised page number.	£499 per day
Word – Advanced (1 day)	Explore the use of fields, cross references, creating templates and/or creating forms.	£499 per day

Bespoke Systems

Our IT Training Specialists have vast experience in working with and training many bespoke IT systems. Using our knowledge we can help with:

- System selection
- Configuration and Implementation
- Quality Testing, logging of issues
- User Support
- Customising, designing and delivery of user training
- Designing and writing user documentation
- Floor walking support

Often working in conjunction with system suppliers, Headline develop and implement wide ranging bespoke solutions. These range from Advertising, Editorial, Production, CRM and Call Centre systems.

At Headline, we understand that everyone's training needs are different. We pride ourselves in our ability to offer customised training solutions to all types of businesses.

Listed below are some of the bespoke systems we currently work with. For more information on the services we offer call our friendly training team on 01793 706286.

- MediaPlanner
- Atex Enterprise
- Atex Mactiv
- Atex Prestige
- Miles 33 FutureProof Ad booking, CRM & Planning
- MSL Adtaker
- Woodwing SCE
- QuarkXPress QPS
- OpenType Document Management System
- Amaxus Content Management System
- Wave2 AdPortal, InDesign templates, Marketplace
- Salesforce CRM System

Personal and Management Development Courses

Our personal and Management courses are tailored to your requirements. We pride ourselves in delivering effective training solutions using innovative and fun methods. Try our Newsnight challenge workshop for effectively managing change within an organisation or our Apprentice workshop for project and effective presentation skills.

Listed below is a selection of our training courses available. If you cannot see the course you would like or if you would like further information, give our friendly team a call on 01793 706286 who will be delighted to discuss your requirements.

Course	Description
Appraisal Skills (1 Day)	A highly interactive and fast-paced workshop providing participants the chance to learn from the experience of the group. Our trainer will guide them on how to prepare for, structure and control an appraisal meeting and follow up the meeting with relevant documentation.
Change Management (1-2 Days)	Change, transformation, reinvention and reengineering change in this climate strikes fear in your workforce. This one to two day workshop will provide delegates with tools and understanding needed to be successful when implementation of change. More importantly, they will understand the best way to generate commitment which is critical to making change work.
Cold Calling (1 Day)	This course will provide you with all the tools needed to plan, structure and control an outbound sales call with positive impact and develop interest.
Customer Care (2 Days)	At the end of the two days, delegates will fully understand the importance of customer care to any business, demonstrate a high level of questioning & listening skills, problem solving, how to deal with complaints, handling aggression, and work effectively as a member of a team.
Email Etiquette (Half Day)	Short on time but experience a full inbox littered with potential conflicts and misunderstandings? In this perfectly compact course you will explore the legal implications of email use, discover how to reduce unnecessary email traffic and obtain the desired response from your 'audience'.
Excellent Customer Care (1 Day)	This workshop allows participants the freedom to develop a strong framework for excellent customer care. The fast pace and practical exercises make this an unmissable learning experience.
Presentation Techniques (1 Day)	In just one day delegates will acquire the skills and knowledge to write, prepare and deliver effective presentations based on clear and realistic objectives. Full supporting notes will be provided for reference and inspirational use after the event

<p>Presenting With Impact (2 Days)</p>	<p>By the end of this dynamic course participants will be able to structure, prepare and confidently deliver a powerful presentation that is tailored to a target audience. Attendees will be provided with a detailed assessment of their presentation and a development plan to address areas of improvement.</p>
<p>Introduction to Project Management (2 Days)</p>	<p>This two-day event is an active, hands-on workshop, where participants spend their time trying out core project management techniques. Participants will gain a full understanding of key concepts and terminology, preparing them for the world of real project management.</p>
<p>Project Management (3 Days)</p>	<p>Explore in more depth the world of Project Management. This three day course will cover <i>all</i> areas from understanding the project cycle to the importance of constructing a strong framework for the most effective Project Management.</p>
<p>Selling in a Tough Market (1-2 Days)</p>	<p>This fast paste workshop is ideal for salespeople looking to refresh or add to their existing skills. The course will encourage delegates to explore new markets for their product/service, prioritise sales leads more effectively and above all maximise result</p>
<p>Supervisory Skills (1-2 Days)</p>	<p>Have you just recently been promoted to Team Leader or Supervisor? This course is designed to help delegates to Identify their own leadership style and how to relate to others more effectively. Delegates will be able to recognise what motivates their team members and respond to them accordingly and also teach them how to communicate confidently with their team and achieve the desired results.</p>
<p>Time Management (1 Day)</p>	<p>Falling out with your in tray with no time to prioritise your workload? Each delegate will walk away from this 1 day workshop with their own set of personal tactics to assist them in the future when dealing with the usual interruptions. Handling paperwork, establishing priorities and clearly understanding objectives</p>