

Group-wide Training at Trinity Mirror

Headline assist UK's largest newspaper publisher with Advertising Transformation Project

Trinity Mirror Group recently embarked on an Advertising Transformation project to realise the benefits of a group wide single advertisement booking system. Headline, known to Trinity Mirror through established links within the Newspaper industry, were invited to tender for the training delivery element of the Pilot project and were successful in obtaining the assignment.

The Requirement

The initial implementation would involve installing Pilot systems in the National business (which includes The Daily Mirror) and one of the Regional businesses (Berkshire Regional Newspapers).

The requirement from Headline was to design a range of instructor-led courses to encompass the functionality of the new system in conjunction with business processes; and to deliver "train-the-trainer" sessions for a group of designated trainers from the business.

The Approach

Working side-by-side with the Trinity Mirror's Business Change team, Headline drew on their experience of newspaper systems to get off to a head start in understanding the developing Atex Enterprise implementation. Headline examined the workflows of individual departments to produce training materials relevant to their needs. Our aim was not just to produce a "point and click" training route but to integrate elements of business process into the materials, bearing in mind the substantial process differences between the National business (The Mirror) and the Regional business (BRN). During this planning phase, Headline was able to emulate a user's approach to the system and thus suggest appropriate elements of software configuration and development. Dedicated training

"The Headline team understood the importance of getting the detail behind the business process as well as producing full documentation in support of the functionality behind the Atex software"

Carol Atkinson, Trinity Mirror's Advertisement Development Manager, Regionals Member of the Business Change Team

databases were populated with meaningful data to ensure that training scenarios provided an experience of 'reality'.

The Delivery

Headline delivered five 5-day Train-the-Trainer sessions. Each delegate received full supporting documentation consisting of course objectives; trainer's plan (detailed step-by-step guide to deliver each course); a user guide (organised into a set of quick guides and a full reference) and exercises. Headline were then on hand to help as the trainers started to deliver courses to end users. During 'go-live week' Headline acted as a support resource to assist with the smooth transition to the new system.

Mission Accomplished

As a result of the collaborative approach between Trinity Mirror, Headline and Atex, the trainers successfully prepared all end users ready for go-live. Berkshire Regional Newspapers, based in Reading and Slough, successfully went live in November 2005.

Another Successful Mission Accomplished!

CASE STUDY 15

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