

Headline Complete Installation Project with a National Newspaper

Headline were approached by a leading publishing system supplier to assist in the implementation of a prestigious new contract, signed with a National Newspaper based in London. The project involved the installation of a bespoke Classified and Display advertisement booking and pagination system. The system consisted of various modules including contact management, advertisement booking, typesetting and page planning.

Headline started with the installation phase in July 1998. The first task we undertook was to gain a thorough understanding of the workflow and sales sequence currently in place in the Advertising Department. This involved spending time working alongside both the Classified and Display teams, ensuring the system parameters were set up to suit their working practices.

Training

Implementation of the new system involved establishing a migration path for the relevant staff from their existing legacy and manual systems. To ensure all the delegates had a positive and confident attitude to the new infrastructure, we included an element of Change Management training in each course.

Phase two of the system implementation was to design tailored training courses for the advertising team ensuring all knowledge levels and job roles were catered for. Once the courses were designed, Headline created detailed training manuals and designed workplace related handouts to support the installed system.

We commenced the training program in October 1998. Following an in-depth needs analysis, we conducted tailored training courses for 110 Classified and Display telesales and advertising staff on the booking system and the internal Intranet reporting system.

Headline also carried out training for the production team who attended specifically designed courses

"Headline were immediately in tune with the requirements of a vibrant advertising department on the eve of a new millenium. Their technical skills together with their understanding of the complexities of advertising made them invaluable throughout this installation."

IT Manager

on QuarkXPress, Photoshop and the advertisement page planning software. The courses focussed on the techniques required for accurate and efficient advertisement creation.

Both the Advertising and Production Departments went live in December 1998 with over 135 users. The system ran smoothly from the outset, the users were confident in their skills and had an enthusiastic approach. Headline staff were on hand to answer any queries and deal with any teething problems.

Contact Management

In January 1999, Headline were involved in the further enhancement of the system when the contact management module was installed.

Headline continue to enjoy a successful working relationship with both the system supplier and the newspaper. The more we discover about our clients business the more recommendations we can make regarding applications and developments.

Following this project, Headline have worked with other national newspapers providing consultancy, training, system design and documentation services.

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