

# “Don’t Let Headline leave the Building”

In the 21st Century the demand for more and more information to be accessed electronically is fast becoming the norm. Once upon a time Newspapers were always produced in print, but in today's society with many of us owning computers and mobile phones, we expect to access the latest news as soon as it has happened. This demand for the latest news is forcing the publishing industry to look at new ways of producing and delivering our news to us.

Independent News and Media (INM) are a leading media and communications company, publishing titles such as The Independent, Irish Independent, Belfast Telegraph, Sunday Life and many more. For these publications to stay at the fore-front of the news and publishing industry INM are investing in a new editorial system that will enable our news to be delivered in a variety of formats for the future.

## The Requirement

The Independent invited Headline to work in partnership with them to implement the new Atex Prestige Editorial System.

Based in London producing both newspapers and magazines, there were circa 600 editorial staff to be trained on the new system, as well as new templates to be designed.

The new system consisted of Enterprise Content Manager, QuarkXPress and Quark CopyDesk.

## The Approach

Headline initially provided two trainers to work closely with The Independent and Atex (the system supplier) to understand the exact requirements and the possibilities of the new system.

Separate training courses were designed and tailored for each job role. Three courses were designed consisting of a half day writers course, a one-day sub editors course and a three-day designers course.

We then produced ‘quick reference guides’ to provide users with a step by step reminder on common tasks within the system.

The user training needed to be completed within

eight weeks. Headline were responsible for coordinating and scheduling each training course as well as deliver the end-user training. We contacted each user directly and worked with them to find a suitable timeframe for their training.

The total number of user requiring training and the short time frame meant that we had to have multiple training sessions running. Each training course consisted of groups of up to eight people. This worked really well and we were able to get everybody trained to a high standard.



## The Support

The go-live of the new system was phased in with one title or section of the newspaper converting to the new system each week. Two trainers from Headline were present the whole time providing floor walking support and assistance to each user during this exciting but stressful time.

This was extremely challenging supporting 600 users over 2 floors.

Additionally when the daily newspaper sections went live Headline brought in additional trainers as required to enable us to provide enough support during the most crucial deadline times. This meant providing support during weekends and evenings.

## The Success

This project took 10 months from the training to final title going live. During the first stages of go-live an email was sent from editorial to IT expressing their gratitude for the support that Headline was providing. A great compliment and testament to what we do was expressed in one sentence. I quote s

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