

## Advertising System Training for Britain's Leading Education Publisher

**T**SL Education Ltd is the UK's leading educational publisher. Producing both newspapers and magazines including Britain's leading publication the Times Educational Supplement, FE Focus and the award winning Times Higher Education magazine. With websites, events and exhibitions and a search and select recruitment service covers the complete professional educational field, from primary through to further and higher education.

### The Requirement

Headline have a long standing relationship with TSL and so were delighted to be invited to join the project team in implementing a new advertising system, incorporating a customer relationship management programme.

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 the end-user training to all teams including, classified, display, exhibitions, prime & production.

### The Approach

Working side-by-side with the TSL SOP project team, Headline drew on their experience of newspaper systems and their existing knowledge of Media Systems Ltd (MSL) Adtaker Advertising system, to get off to a head start in understanding the new developments to the system required for the TSL implementation. Headline examined the workflows of individual teams to produce training materials relevant to their needs. Our aim was to produce a set of "quick reference" handout sheets for each type of booking, integrating elements of the new business processes. Additionally we created tailored Training plans for each team and role, detailing the course content and structure. These training plans ensure that consistent training is delivered out at all times either by Headline or TSL trainers.

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

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

### The Delivery

Headline delivered tailored end-user training in both half-day training sessions and one-day training sessions. Each delegate received quick reference guides to remind them how to complete each type of booking as well as keyboard shortcuts and booking schemes. Exercises were created to support the training and to give users real examples to practice with before go-live.

During volume tests, parallel runs and 'go-live week' Headline provided support resources to assist with the smooth transition to the new system.

"Headline have:

- ✓ Created user documentation
- ✓ Written training courses for users
- ✓ Written a training course for trainers
- ✓ Delivered the training courses
- ✓ Provided user support roles in key tests
- ✓ Provided key input to business process problem solving
- ✓ Supported analysis of technical issues



Working as an integral part of the project team on a long and difficult project, Headline demonstrated a remarkable flexibility and commitment to ensure the project was a success. Interactions with the users and project team have demonstrated a real understanding of the TSL business, culture and systems.

Without Headline it would have been a lot harder to achieve business ownership of what was a critical and significant change. I will not hesitate to call on Headline for future project work."

**Paul Spencer Senior Project Manager**  
TSL Education Limited

**Another successful mission completed**