



## Key facts

### Industry

Press

### Company overview

Highly respected Fleet Street Newspaper

### Business challenge

The client required full Adobe creative suite training after changing from using MAC operating systems and Quark to PC's and Indesign for newspaper production.

### Solution

Premier provided a bespoke Adobe creative suite course at the clients offices in Fleet Street. Through instructor lead training, all journalists and the clients editor in chief were trained to an expert level.

### Results

The training provided allowed for a seamless transition from using one operating system and design package to another. The client has already scheduled for further tailored training from Premier.

### Interest areas

- Design Package Training
- Bespoke Training
- Instructor Lead Training
- Client site training

### Publication date

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## Premier provides Adobe Creative Suite training to respected Fleet Street newspaper

*Premier's expert training solution assists client to maintain Publication during demanding operating system changeover*

### Customer overview

A highly respected Fleet Street Newspaper with over 160 years of editorial independence. With a large readership base worldwide the client covers all sectors of news and media for their key market via print and internet publication.

### Business need

The client had recently changed from using MAC operating systems and Quark to PC's and Adobe Indesign for their newspaper production. All staff that were responsible for the creation of the publication before it went to print required full professional training in the Adobe creative suite. This training would need to be successfully completed in a short time frame to ensure that there was no disruption to their business or subscriptions.

### Solution

One of Premier's expert Adobe Creative suite trainers attended the clients Fleet Street office to provide bespoke training, covering all aspects of Indesign that the client required. The course supplied was tailored to specifically meet the unique requirements of the client and their publication.

Taking into account house styles and technique, course delegates were given expert skills to create a professional newspaper with Adobe Indesign on PC. Premier's course was carefully considered to provide consistency with the client's previous publications, ensuring that the client would maintain their house style whilst experiencing results of superior quality and really appreciate the value of the bespoke training delivered.

The instructor lead training provided was delivered to all journalists responsible for the production of the newspaper and the Editor in Chief. The experience of our Creative suite trainer allowed him to successfully deliver the course to a large number of delegates, with varying skill levels, effectively in the allotted time constraints.

### Results

The bespoke course provided by Premier was successfully completed within the strict time constraints, ensuring that there was no disruption to the publication of the client's newspaper during the operating system transition. Despite the limited time available, all delegates were trained to an expert level in the use of Adobe's Creative suite.

The client was extremely pleased with the training provided and has already booked some follow up courses to improve other areas of the business.

