

CASE STUDY | OGILVY & MATHER

'LOW IMPACT' TRAINING IS THE CHOICE OF OGILVY & MATHER

The provision of skills enhancement opportunities can sometimes trigger a mass exodus, as staff leave the office and make for the training room.

So when one of the world's largest marketing communications companies wanted to provide its UK staff with Adobe Creative Suite training, it turned to software and IT training specialists Academy Class.

Ogilvy & Mather provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing. It operates through 450 offices in 120 countries.

Adobe Creative Suite training was needed to advance and ensure consistency of training for more than 30 staff across several teams within the business.

Academy Class offered a unique training voucher programme that increased the total number of employees who could be trained within the budget. Training covered Final Cut Pro, Flash, InDesign and Photoshop.

"We offered a solution that allowed staff to leave the office in smaller numbers, which minimised the impact on day-to-day activities," explained Academy Class Account Director Sarah Paton.

"Voucher holders were able to take their training when it was most convenient to their workload and commitments.

Staff were able to advance their skills with minimal disruption to their schedules, and to the benefit of their clients.

Academy Class have seven training locations around the UK and are also able to deliver bespoke training packages live online to anywhere.

The project-oriented classes are taught by Certified Adobe, Apple and Autodesk instructors with first-hand experience of Flash, Dreamweaver, Coldfusion, Flex

Photoshop, Illustrator, Indesign, Acrobat, AutoCAD, 3ds Max, Maya, Final Cut pro, Motion, Logic and more.

"Our aim is to provide each client with the training they need, both on a personal basis and to fulfil their role in the company, offering a consistently reliable range of solutions," added Sarah.

Ogilvy & Mather