



IPC Case Study: Making the change to digital

As a largely traditional publishing house, IPC Media faced a number of challenges as it looked to develop its digital offering. Econsultancy was approached to create a provide a training programme which would deliver not only practical tools, but would also inspire a sense of confidence among staff who were being asked to radically re-think their ways of working.

Econsultancy's first step was to establish a sound knowledge of the core digital marketing skills across the business and secure buy-in from those at Board level. Broad practical sessions were organised for the marketing teams in response to a skills survey conducted across the group, while the Board and senior publishing staff spent time understanding the Web 2.0 phenomenon, ecommerce models and the revenue opportunities achievable through digital content.

With the main digital building blocks in place, Econsultancy began working with individual areas of the business including sales, creative, publishing and marketing teams, as well as delivering training designed around specific publications. By identifying digital champions within each team and involving everyone in the learning process, adoption of digital has been rapid and successful

Training so far has been influential, but it is an ongoing process. By developing further courses with us for 2008 and embracing continuous learning through their corporate membership and attendance at various Econsultancy events, IPC Media are a great example of a business dedicated to making the most of their digital opportunities.

“Econsultancy has been selected by IPC Media as our key digital training supplier. They not only work exceptionally hard to meet our expectations leading up to each programme, they deliver exceptionally on the day.” – Kate Dee, 2007