



ACCOUNT REVIEW CASE STUDY

2016

Setting up for success



Program goal

News UK

“Circus Street have trained all our top media agencies and so we wanted our staff to receive the same training as our agency counterparts. We knew that in order to succeed we all need to be curious about emerging elements in media and take responsibility for our own development. We wanted to learn about current topics so that when we talk to agencies and clients about our products, we know what else they are being pitched, how they are constructing their communication plans and how they will make decisions about the channels they employ for brands. We wanted our staff to become more knowledgeable, more poised and in a great place to tackle the most exciting and fast evolving market we have ever seen.”

Claire Kearney, Commercial Training Manager

The Approach

Mindshare & Circus Street collaborated on creating an engagement plan to ensure that users gained a wide breadth of knowledge from the lessons and embedded this new digital knowledge into their day-to-day work



Structured ‘digital foundations’ lesson plan & goals for first 2 months

6 lessons were chosen to give all employees a solid foundation of digital knowledge & teams given a 2 month target to complete them, ensuring a consistent level of knowledge across the business: Internet Jargon, Digital Trading Fundamentals, Digital Marketplace, Digital Research & Measurement, Mobile Marketing & Social Media lessons were included.



Subsequent team specific learning paths

Making learning relevant to people’s roles drives engagement & completion levels. Circus Street worked with News UK to create follow up lesson plans relevant to different roles across the News UK business. A goal of 2 lessons a month to complete lessons was introduced and tied to KPI’s to ensure that learning was consistent and constant across News UK.



News UK internal advocate team

News UK created an internal team of Circus Street advocates to help employees through their learning journey, answering queries, creating internal events to support, test & reinforce knowledge gained. They also supplied progress reports to team managers.



Ongoing encouragement

The Circus Street Account team sent participants bi-weekly emails to encourage their learning & linking lessons where relevant to specific projects & events happening at News UK.

Launch event

Re-inforcing it’s commitment to the Circus Street training programme News UK designed a launch event to generate excitement and reinforce the Circus Street philosophy that learning can be interactive & fun. Pre-launch posters around the office encouraged attendance and circus themed cakes brought the theme to life.



Welcome to Circus Street

Significant knowledge uplift achieved across all subject areas

204



number of users

99%



of user base actively
learning

3085



lessons completed

45%



Pre lesson
score average

80%



Post lesson
score average

78%



Average knowledge
uplift

Awards & certificates



49



Certificates awarded
for completion of 18 lessons or more.

Accredited by:

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Great feedback & testimonials



“Learning with Circus Street is not an arduous task, but an engaging and enjoyable experience. I encourage my team to view the training as an investment in their future; digital affects all areas of business, and they must have the general understanding that Circus Street provides in order to succeed.”

Stephen O'Meara, Head of Display



“In the past, if a client mentioned they were buying programmatically this could have ended our conversation. The simple ways in which the Programmatic lessons explain complicated processes and acronyms have given me the understanding and confidence to discuss our programmatic offering with clients, and I am now able to flip over leads to our programmatic team.”

Becci Reeve-Kendall, Agency Sales Manager



“The style of the Circus Street lessons is great, the interactions make the topics much more digestible and the key summaries at the end really reinforce what I have learned. I work mainly in press, but having a better digital knowledge means that I don't have to ask the digital team as many questions and am able to give more confident answers when speaking to agencies and clients.”

Nick Champness, Agency Sales Manager, News UK



“My team have found the Programmatic lessons were great at giving them confidence to hold their own in meetings with agencies who have much experience in the area. As we will be getting more involved in this in the future, the lessons have given us a solid base of understanding which we will soon be able to apply. Learning with Circus Street is not an arduous task, but an enjoyable experience which I even look forward to! I encourage my team to view the training as an investment in their future; digital affects all areas of business, and they must have the general understanding that Circus Street provides in order to succeed. “

Emma Thompson, News UK Manchester

