



PAGEPROOF.COM

CASE STUDY COMPETENZ

Sector: Education





**MARKETING &
COMMUNICATIONS MANAGER
COMPETENZ**

KATHERINE HALL **MARKETING MANAGER**

We interviewed Katherine after
4 months of using PageProof.



“Tell us about what your company does and it’s strengths – what makes your company unique?”

“Competenz is one of 11 industry training organizations. We set the standards and write the qualifications for 36 industries. Our marketing and communications team are tasked with supporting these industries to attract and retain excellent talent, promote and sell industry training opportunities to businesses both large and small.”

A+

Competenz is like the university of the workplace except our trainees are earning while they’re learning.

COMPANY NUMBERS

36

Industries we support to attract
and retain apprentices and
on-the-job learners.



“What life was like for your team before PageProof?”

“Really, really slow, with lots of paper and red pen. Our approvals process was random, no big green button to say go! Ownership sometimes wasn’t clear and it was challenging for the marketing and communications team to ensure everyone’s opinions were heard and reflected in our final output.”

MESSY

The process was messy and time-consuming.
Every time you received a Reply All email you wanted to run and hide.



“Tell us about a recent piece of material reviewed and approved in PageProof – how did PageProof make a difference in your process?”

“We produce a 108 page (plus covers) trades guide for schools and students – it’s like the bible for our trades careers. We completely reviewed it this year following our rebrand and used PageProof to do so. We were able to offer our sector team, our product team, our industry team, and our Māori and Pasifika and schools teams, all the opportunity to review the document before it went to print.”

46% FASTER

What would normally have taken three months or more to produce, review and print was out in the early part of term one of the school year.

5

We successfully collaborated with 5 teams during the review process of this project.

COMPANY NUMBERS



“How did your reviewers find the move to online proofing?”

“Really, really easy, and they were so much more responsive. People were very complimentary of working with PageProof. The occasional very tactile person would sometimes get a bit of panic in their eyes when we told them they’d be reviewing electronically, but we simply enabled downloads. Easy.”

IN CONTROL

Designers love it – they’re totally in control and the integration with InDesign means they can easily keep track of changes through their to-do lists.

- Try it and you won't go back
- Get your head around workflows, it will change your life
- Use the chat function – the PageProof team are always very responsive and helpful

KATHERINE'S TIPS





“What’s next on the horizon for your team with new marketing initiatives that you’d like to share?”

LOOKING FORWARD

“We’re gearing up for three new digital campaigns promoting apprenticeships – at the time of writing, we have 59 vacancies around NZ for our largest customer for smart, talented, people, and another 42 in the pipeline. The ‘Got a Trade? Got it Made!’ campaign will also launch soon in its fourth year – plus we’re currently running #peoplepower to promote our workforce development consultancy.”

We’re so excited about telling
young people and their
parents, whānau and
influencers about where a
career in trades or services can
take you.

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CONTACT US

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CEO & FOUNDER
PAGEPROOF

PageProof is so simple and effective that 20 minutes is all you need to grasp the scope of its unique features and benefits.