

Meeting Agenda

February 10-12, 2015



Organizers **Katarina Lökke**, Corporate Communications, Securitas Group
Luc Sertons, Group IT, Securitas Group

Location: Securitas office in Parsippany

Agenda – Web and Brand Training for Editors 2015

Page 1 of 2

February 10

08.30-09.30 General introduction of participants and introduction to the training (+ installation of computers in the conference room)
09.30-10.15 New websites support the business strategy (Gisela and Sune)
10.15-11.00 Web communication at Securitas
11.00-11.15 Coffee break
11.15-12.00 EPI server 6 vs EPI server 7
12.00-13.00 Publishing: Standard Page
13.00-13.45 Lunch break
13.45-15.00 Publishing: Blocks – Content, Video and File List
15.00-15.15 Coffee break
15.15-16.00 Writing for responsive websites and for search engines (SEO)
16.00-17.15 Publishing: Dynamic Page & Dynamic Page with Sidebar
17.15-17.30 Wrap up of the day
18.30 Dinner at Ruth Chris (at the hotel)

February 11

08.30-09.00 Re-cap of what we learned yesterday
09.00-09.30 Security solutions, services and customer cases
09.30-10.30 Publishing: Solution page and Service page
10.30-10.45 Coffee break
10.45-11.45 Publishing: Case block and Solution block
11.45-12.30 Creating your new, responsive country websites
12.30-13.15 Lunch break
13.15-14.45 Publishing: CTA and Xform Block
14.45-15.30 Improved possibilities to generate sales leads
15.30-15.45 Coffee break
15.45-16.15 How to use the Join Us/Career section
16.15-17.15 Publishing: Person & Person Listing page
17.15-17.30 Wrap-up of the day
18.30 Dinner at Casa Bella

Securitas AB (publ.)
P.O. Box 12307
S-102 28 Stockholm
Sweden

Visiting address /
Besöksadress
Lindhagensplan 70
Telephone / Telefon
+46 (0) 10 470 30 00
Facsimile / Telefax
+46 (0) 10 470 31 21
www.securitas.com

Corp. ID no / Org.nr
556302-7241

February 12

08.30-09.00 Re-cap of we learned yesterday
09.00-09.30 How to use the new, more dynamic start page
09.30-10.30 Publishing: Start page & Latest PR block & Highlight block
10.30-10.45 Coffee break
10.45-12.00 Publishing: Office Page and Office listing page
12.00-12.45 Lunch break
12.45-13.15 Securitas images guidelines
13.15-14.15 Handling images in Episerver: uploading, re-sizing and cropping
14.15-15.00 Publishing: Preparing for go live (old site, migration, translations)
15.00-15.30 Wrap-up and evaluation of the training