



THE PRINT BUTTON FOR BUSINESS

# On-Demand Prospectus Publishing





# Course Brochures

**ReportLab** helps some of the UK's leading universities to produce customised course brochures at the click of a button

Our platform pulls live website and database content to create polished, professional PDFs that are always completely up to date

Brochures are generated in seconds, ready to be downloaded or professionally printed, ensuring that you can always impress your prospective students with the precise information they want to see



*“With **ReportLab**, our publications became a simple extension of our website, generated automatically from the very same content.”*

Ian Bartlett, University College London

25,000 brochures downloaded every month

**FOR MOST PROSPECTIVE STUDENTS, YOUR WEBSITE WILL BE THEIR FIRST EXPERIENCE ON WHAT YOUR UNIVERSITY HAS TO OFFER**

But while your website creates a crucial first impression, making sure your printed materials are polished and up to date is just as important

1. ReportLab’s system does away with maintaining parallel websites and brochures, because brochures are generated that pull content directly from your website
2. Our database allows you to enter information on subject areas, courses and modules easily, so information can be updated across the system at the click of a button
3. ReportLab enables a flexible approach to printing, accurately compiling content quickly so you only produce what you need when you need it, avoiding bulk printing of unnecessary material and cutting down on waste

**Key Features**



Merge pictures, data and text into smartly presented PDFs



Make it easy for prospective students to walk away with exactly what they need



Both fully-hosted and system-integrated options available



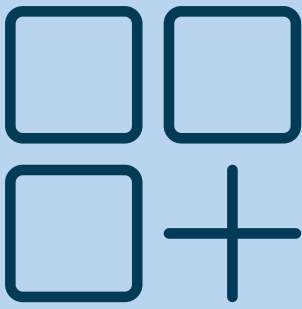
Information pulled directly from websites every day, ensuring brochures are always up to date



Dramatically reduces workloads and allows for short print runs of targeted material



One of the world’s fastest pdf generation tools, compiling over a thousand pages a second



# Personalised prospectus

## OUR WORLD-LEADING PUBLISHING ENGINE GENERATES A PERSONALISED PROSPECTUS IN UNDER A SECOND

Prospective students can get a personalised prospectus with exactly the information they need to download, or email and share.

### Create my prospectus

**1. SUBJECTS / COURSES**

- Compilers
- Computational Game Theory
- Computational Learning Theory**
- Computer Architecture
- Computer Graphics
- Computer Networks
- Computer Security

**2. PRACTICAL INFO**

Home Country

Accommodation

Funding

Visa info

**3. INTERESTS, CLUBS AND SOCIETIES**

Kung fu X Theatre X Nightlife X

**4. NAME / TITLE**

Download now

Print and post to me

Email a friend

ESTIMATED 26 PAGES

Create my Prospectus

**5.**

*For over 15 years, ReportLab has helped clients in finance, travel and other industries to personalise information.*

*Some universities offer a personalised prospectus, but either offline or a crude stick-pages-together approach. Take it to the next level!*

**PEOPLE DON'T MAKE MAJOR DECISIONS ALONE AT A WEB BROWSER. LET THEM TAKE AWAY AND SHARE WHAT YOU HAVE TO OFFER IN A PERSONALISED PROSPECTUS**

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The step up from static brochures is a small one

1. The starting point is all the subject, course and static information from the brochures
2. You can add any number of extra documents and topics, tagged with subject or course or linked to front end choices
3. Users interact through a simple web form and/or a shopping basket on your site
4. The same tool can be used by staff to run campaigns and respond to enquiries - either electronically at no cost, or with a fully personalised digitally-printed offer sent in the post

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**Ways to use the Personalised Prospectus**

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Embed web components directly in your website



Print and post a digital copy for maximum impact, or deliver electronically at no cost



Respond and follow up to enquiries quickly and easily with a staff response form



Allow an "Add to Basket" from every course page



Capture useful data, logging who's interested in what



Bulk-create highly tailored campaigns from spreadsheets and CRM queries



# Content Management and Approval

## Do you need to manage your marketing and course content?

DocEngine™, ReportLab's friendly content management and approval system, saves months of work by academic and operational staff, streamlining the annual review process as well as intra-year changes.

We've been serving regulated industries since 2000, and our financial-grade audit trail helps you demonstrate CMA compliance.



*"The CMS has reduced the time we spend on annual updates by at least 50%. Now we can make the marketing material on the Prospectus widely available so that multiple departmental contacts can access it for editing purposes but we can still retain overall editorial control. The system is straightforward and very easy to use"*

Patricia Newby,  
Communications Officer, UCL

### FRIENDLY. SIMPLE. COMPLIANT

We've spent years helping clients in regulated industries get content ready for print and publication.

1. Centrally control the annual cycles for undergraduate, postgraduate and other course types.
2. Every staff member sees their own queue, with courses to update or review. A simple click-to-edit metaphor with only the buttons and steps needed.
3. The "last approved" version is always available for web and print through multiple APIs and exports, and can be piped into your existing core systems

### CMS Features



Handle intra-year and annual updates



Simple workflow at every stage



Complete transparency over who changed what and when



CMA-compliant audit trail – know exactly what you published on any past date



Output feeds and APIs for websites and databases



Progress dashboard – see what content is stuck with whom



We build solutions to generate rich, attractive and fully bespoke PDF documents at incredible speeds. Over 5 million documents are generated each month using Reportlab's software.

**Call for a demo today**  
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