

CASE STUDY SXSW

Sector: Events





PRODUCTION ARTIST
SXSW

SHELLEY HIARN

PRODUCTION ARTIST

We interviewed Shelley after the South by Southwest 2019 conference.



“After using PageProof, what differences did you see for your proof owners and reviewers?”

“Being able to assign ownership to someone who better understood the project and who needed to oversee it was great. The interface was so intuitive for reviewers which meant we could transition quickly into the system.”

SO INTUITIVE

An **easy-to-use platform** meant that the move to PageProof was **seamless** and users could focus on their expertise.

432,500

SXSW spans 10 days and nights. In 2018, 432,500 people participated in the conference and festivals.

COMPANY NUMBERS



“How did the Adobe add-on coupled with PageProof enhance your team’s productivity?”

“This saved us so much time. Being able to do heavy copy corrections without switching between two screens made things much easier and lowered the chances of changing the wrong thing.”

NO MISTAKES

PageProof’s Adobe add-on lets designers retrieve comments and layer these **directly** over the artwork file, and quickly mark them as done.

153

153 design projects reviewed and approved through PageProof in the lead-up to SXSW.

**COMPANY
NUMBERS**



- Set up workflow templates – they make routing proofs through teams a breeze.
- It is easy to replicate workflows with PageProof role options. Or not use them at all. It's your choice.
- Use the Adobe CC add-on to bring comments and markup directly over your artwork files!

SHELLEY'S TIPS



PAGEPROOF.COM

CONTACT US

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

[BOOK A DEMO](#)



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