

# Superdesk Planning Component: Plan For Success

Make your event coverage easier and more effective with the Superdesk Planning Component.

- ✓ Streamlined event coverage and editorial planning
- ✓ Automatic publishing of event calendars and agendas
- ✓ Easy integration with other applications
- ✓ Robust and flexible open source code base

## Benefits of using the Superdesk Planning Component

- **Consolidate planning tasks and items into one hub:** Connect your forward planning tools with editorial calendars and assignments. Also ingest events from sources like public calendars and event data providers.
- **Create content out of planning items:** Assignments turn planned coverage into news items about an event. Coverage can be assigned to individual journalists or to desks.
- **Enhance discoverability of your content:** Text, photos and videos as well as planning items and assignments are fully searchable since they are defined with metadata.
- **Coordinate with clients and partners:** Event calendars can be distributed to customers or other collaboration partners in your network.
- **Spin up new products and services:** A RESTful API with endpoints for content management and delivery makes it simple to integrate with third-party applications, including mobile apps.

## Superdesk Planning Component Development Partners



The Superdesk Planning Component has been built in working newsrooms. Together with our development partners at NTB (national news agency of Norway) and AAP (Australian Associated Press), along with input from other news agencies around Europe, we have designed a forward-planning tool that meets the needs of reporters and editors.

The Superdesk Planning Component is made to make things easier for you in the newsroom. Based on industry standards such as Events ML and NewsML-G2, it helps you do more with the content and coverage you already have. From structuring your newsroom data to finding new opportunities to add value with the products and services you deliver to customers, the Superdesk Planning Component keeps you on track for future success.

[Want to see the Superdesk Planning Component in action? Contact us to request a demo.](#)

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