Tips for Designing the Program Brochure

WHEN DESIGNING your program brochure, remember to:

- Provide a downloadable PDF version

- Leave lots of white space — don't make it look too crowded or over-complicated

- Make it easy to read and understand

- Make it attractive to look at

- Make it look professional even if on a tight budget — remember it is your first contact with the audience and it must impress

- Make it as simple as possible

Key components to include in the program brochure are:

- Title of forum

- Description (relate it to the goals)

- Goals/objectives of the forum

- Location and directions

- Date

- Time

- Parking instructions

- Agenda/calendar of events

- Speakers info

- Session descriptions

- Price and method of payment

- What's included in fee

- How to register

- Closing date for registration

- Sponsors' details/exhibitors' details, if applicable

- Phone number and/or e-mail for inquiries, questions or additional information

- Cancellation policy

- Name and logos of sponsoring organizations as well as those organizations (people) on the planning committee

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