

Unit 3 “Vocal Leadership” Tri-Fold Brochure Directions

Scenario: Known for your expertise on sports leadership, you have been hired by a motivational speaking team to research and “sell” your assigned Vocal Leadership component. You have found yourself with a 4-minute window to “sell” your topic to the CEO of the Seattle Sasquatches, a professional sports team.

Your Objective: With a partner, make an informational 4-minute “elevator speech,” with accompanying tri-fold brochure about one aspect of “Vocal Leadership.” You will then present this to the class. Essentially, you are becoming the teacher, and are responsible for the effective instruction of your students on this topic. You will only have 4 minutes to deliver this “elevator speech.” The brochure is simply a supplement to support your elevator speech.

Your brochure must include:

1. 5 key “takeaways” from the Vocal Leadership component you have been assigned.
 - a. Remember to gear your presentation toward SELLING your expertise on the Vocal Leadership Component you’ve chosen.
***This brochure must DEMONSTRATE your knowledge of the assigned Vocal Leadership component.

CREATING THE FORMAT FOR THE TRI-FOLD BROCHURE (in Microsoft Word):

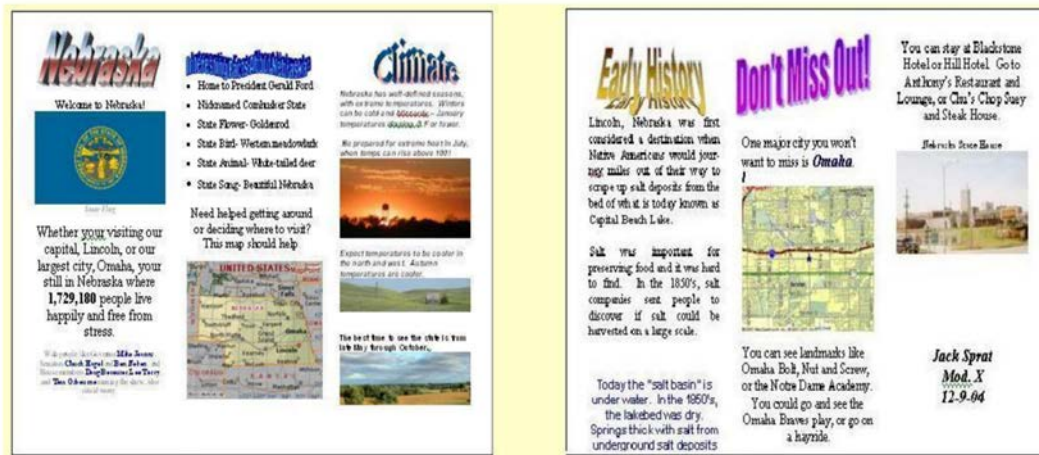
1. On the Page Setup tab, click on Margins and the Narrow.
2. Before leaving the Page Setup tab, select Orientation and Landscape.
3. Then click on Columns and then select More Columns. Select Three and then click on the little Line between boxes so you will have lines between columns on your page.



NOTE: THE LINES BETWEEN COLUMNS DO NOT APPEAR UNTIL YOU FILL UP A COLUMN. Don't be alarmed if you don't see your columns immediately: you have to have text or images in column 2 before the line appears between columns 1 and 2. To resolve this, just hold down the Enter key until the cursor goes to column 2.

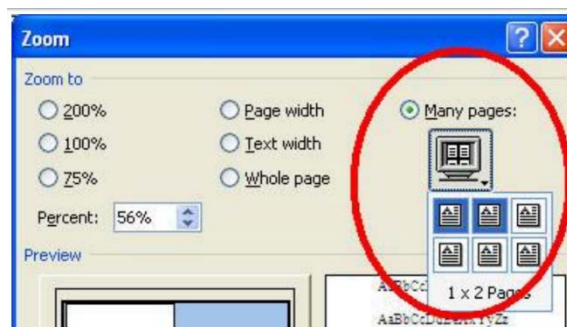
Your pages should now have 3 columns with a line in between each column. Check in File / Print Preview to see if you have set up your page correctly.

4. Think about brochures that you have received in the mail or have picked-up. They should not contain paragraphs and paragraphs of detailed text, but rather have some text (bullet points)--in a variety of fonts types and sizes, and lots of attractive images. The brochure is a marketing piece--you want to attract the reader. Remember to include these factors when creating your brochure. Here's a sample of an average brochure (it's a little too wordy):



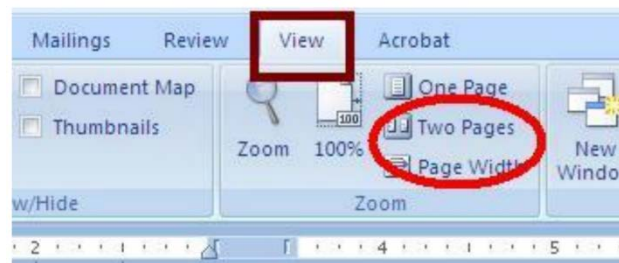
5. You'll note that the one promotional tri-fold brochure requires a two-page Word document (front and back).

6. Before saving, click on the View tab and Zoom. Click on Many Pages and select two.



OR

Before saving, click on the View tab then Two Pages.



7. Save the brochure (in the Two Page view) as yourlastnameVocalLeadership to your drive..