

Brochure Memo

Interoffice Memorandum

To: Advertising Department
 From: Leslie Krown, CEO and President
 cc:
 Date:
 Re: Brochure

The Government of Canada has provided us with a grant to develop several brochures that encourage workers to consider non-traditional careers. The brochures must be creative and accurately reflect the career but also explain why the career may be suitable to a variety of individuals. The brochure could explain why, up until now, the career pathway has been dominated by a specific sector of the population.

The brochure must

- be on one double-sided page—software packages usually have a brochure template you can use
- provide an accurate description of the career, explaining the appropriate schooling and additional training required
- include a section on how the industry is changing to meet the needs of non-traditional workers, or perhaps how it is not changing and some of the challenges the non-traditional worker may face

Each of the brochure proposals will be considered using the following criteria:

Provides an accurate description of the career	1	1.5	2	2.5	3	3.5	4	4.5	5
Explains the necessary requirements for the career	1	1.5	2	2.5	3	3.5	4	4.5	5
Describes the changing nature of the industry or challenges	1	1.5	2	2.5	3	3.5	4	4.5	5
Organizes the information in the brochure so it is easy to read	1	1.5	2	2.5	3	3.5	4	4.5	5
Is written clearly and legibly	1	1.5	2	2.5	3	3.5	4	4.5	5
Total	/25								