

Thursday 30.04.20

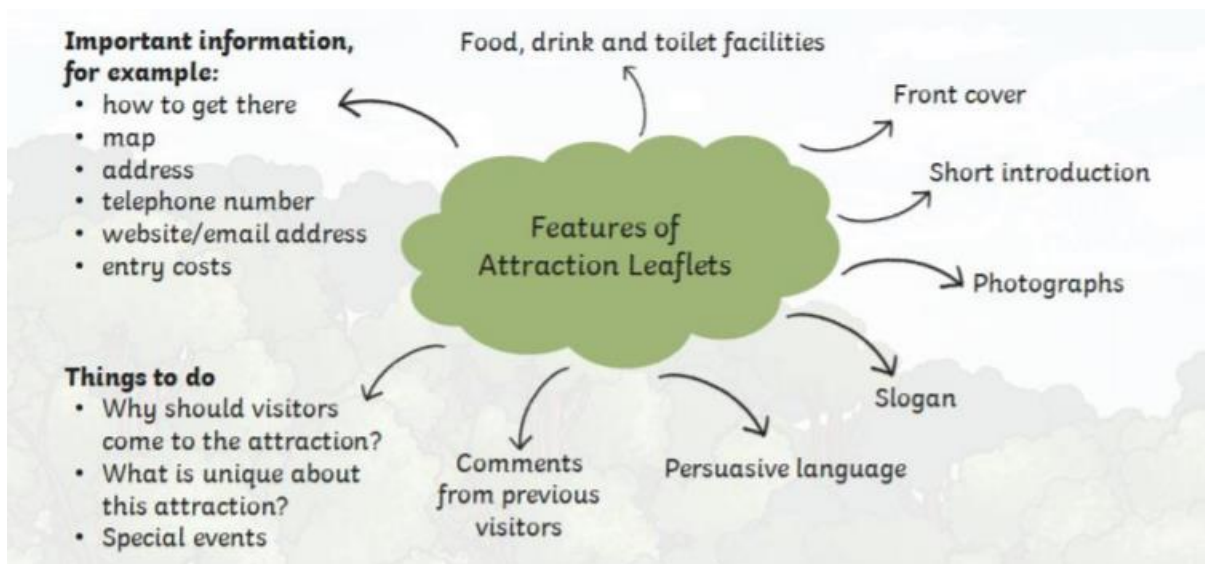
WALT: Plan My Attraction Leaflet

Now that we have looked at the features of a good persuasive leaflet and the type of information needed, we need to plan our own leaflet.

Remember, this can be for an attraction that you have visited before or could be somewhere you would like to visit. You could even make up your own theme park attraction – it could be a zoo, a fair or even a trip to the moon!

TASK: Plan the information for your leaflet

In your **planning** consider the following sections below. You could plan using a mind-map or spider diagram as below or set it out in sections beneath each other like the example in the example text. Remember this is a plan so record notes and important details needed in the leaflet.



Many companies provide the service of creating leaflets for different organisations. Leaflets are extremely effective at encouraging people to visit – research shows that ‘two out of every three visitors picked up a piece of print during their trip, and that 95% of them were influenced by what they read’.

Here’s a useful website for some ideas: <https://www.dayvisits.co.uk/brochures>