

6 POSSIBLE HEADINGS TO INCLUDE IN AN EXPEDITION BROCHURE

The brochure will act as a prospectus and the impression it gives can make or break your expedition. It should look professional but does not need to be particularly lavish if care is taken with the design and layout. If you are mailing overseas, you might consider having a smaller, lighter version produced. The Expedition Advisory Centre keeps examples of brochures from previous expeditions for your reference and inspiration.

COVER

This is your branding. Make it work. Be innovative. Try to design a logo that is distinctively you, making it clear with whom you are collaborating here in the field.

INTRODUCTION

This is the most important part and should be no more than half a page. It must clearly state who you are, what you are going to do, when and why in a very few sentences. Most will read this and then flick through the remaining pages.

MAP OF THE AREA

Drawn neatly with an indication of scale to give an idea of field site location and operating area. This can be annotated and include photographs.

THE PROJECT

A more detailed description of your objectives, why they are exciting, important and unique, and how they may help local people, the world of science or society in general. If relevant, give details of how your project came about.

EXPEDITION HANDBOOK

MEMBERSHIP

A breakdown of all the team (UK and local) taking part, their qualifications and ages, and their role on the project, highlighting previous expedition or research experience. Make the CVs short but interesting and not just a list of exam results. Include a recent photograph of the team or each individual if you can.

SAFETY, LOGISTICS AND TIME-TABLE

A brief guide to your operating procedures, logistic plans, travel plans and timetable. Your route should be marked on your map.

BUDGET

List main headings to give an idea of what money is needed and how money is to be spent. Itemise major expenditure and try to make it reflect the special needs of your project. Also show how you plan to raise funds and list any sources to date.

SPONSORSHIP OPPORTUNITIES

Those reading the brochure might say to themselves – “How can I help?” Make this clear, with details of what you offer individuals and corporate sponsors.

BIBLIOGRAPHY

List key references for the area to be visited and work to be done in order to illustrate that you have done your homework.

ACKNOWLEDGEMENTS

List those who have helped you to date, key scientific advisers, initial sponsors and the printer if he has printed the brochure free of charge.

Contact names and address, telephone, fax, email, website for future correspondence both in UK and in the field.