

Dear Designer,

we need a Flyer for one of our new activities at the **Institute for Industrial Organization** at **WHU Otto Beisheim School of Management**.

Some background for you:

The **Institute for Industrial Organization** is part of the Faculty of the private business school **WHU** (www.whu.edu). The flyer will be distributed to selected contacts to invite them to record a Podcast series about selected Economic topics.

The head of the Institute for Industrial Organization, Prof. Dr. Jürgen Weigand, will moderate the discussion. The purpose of the flyer is

- To gain their **attention and interest** to participate in this discussion
- To **inform** the contact about the content podcast series

An appropriate design should first be appealing and second informative. Therefore, we would refrain from any functional design. The flyer is threefold with a front and backside, as the examples below.



Content

The flyer must contain the logo of the University (WHU) somewhere on the first page. The headline is
“Economics for Strategic Leaders”

The Institute for Industrial Organization (Prof. Dr. Jürgen Weigand) invites you to participate in a new
WHU Podcast series on strategic insides.

In total, we have **three** text blocks to be placed somewhere on the flyer (not on the first page).
Please use the following placeholders:

Textblock:

Two words large title

Subtitle with about 40 characters....

And some text – approx. 3-4 sentences. *...Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodo consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*

