

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](http://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 adipiscing 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.

Also, you can!! (not mandatory) use the attached pictures from our university or the info graph about the focus of the “Institute for Industrial Organization”.

Finally, please add the full Contact information including the professor’s picture

Institute for Industrial Organization  
Prof. Dr. Jürgen Weigand  
WHU – Otto Beisheim School of Management  
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D-56179 Vallendar  
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### Design Keywords

Here are some keywords to match the design with the content

- Strategy
- Analytics
- Science
- Management
- Leadership
- Quantitative methods/Numbers
- Complexity
- Dynamics
- Economics

Please **don’t** use any design comprising of chess figures etc., because “strategy” is typically visualized with chess.

In addition, the following flyer design is somehow what **we don’t like**: Why? This is what we see as a functional design, which isn’t appealing.

**Heilsame  
Urlaubs(t)räume**  
und Wege in die Lebensfreude

Griechenland  
Insel Lesbos

**Seminarleitung**  
Dr. med. Antje B. Busche  
Fachärztin für Allgemeinmedizin mit den Schwerpunkten  
prozessorientierte und systemische Homöopathie,  
Psychotherapie, Psychosomatik, systemische Familien-  
therapie, Paartherapie, naturheilkundliche und ganzheit-  
liche Therapien, sensitiv-mediale Arbeit nach  
Sommerschmidt/Knausa, Klang- und Gesangstherapie  
nach Bollmann-Reichardt; Heilende Medizin nach Dr.  
K. D. Platsch, Aquatische Körpertherapie. Langjährige  
Tätigkeit in der Universitätsklinik Charité Berlin in den  
Abteilungen für Psychosomatik und Psychotherapie und  
Innere Medizin. Niedergelassen in eigener Praxis in Düs-  
seldorf. Seit vielen Jahren Leitung von systemischen und  
spirituellen Seminaren und Ausbildungen.

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besonderen Art  
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Geist und Seele im  
traumhaften Mieleja-  
inselgarten im  
Norden der schönen  
griechischen Insel  
Lesbos.

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27.07. - 03.08.11 „Vertrauen und Hingabe“  
03.08. - 10.08.11 „Liebe und Achtsamkeit“

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