

# Design a brochure for making an appropriate impression at a grand opening.

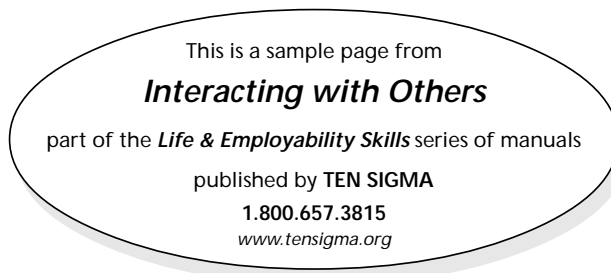
Student Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Directions:

You are the public relations manager for a new amusement park in your city. The park's grand opening is 10 days away. All of the personnel have been trained and hired, but you want to remind them in a friendly and professional way how important it is for each person to make a positive impression with the guests on opening day. You decide to make an "Impression Counts" brochure to put in each employee's mailbox.

1. Consider the following types of employees at an amusement park:
  - a. Parking and admission tickets salespeople.
  - b. Ride operators.
  - c. Concessions/restaurant.
  - d. Entertainment (music, shows, etc.).
  - e. Maintenance (grounds, janitorial, etc.).
  - f. Game operators (those who run games that offer prizes).
2. For each group listed above, write down three concrete ways in which they can make a positive and appropriate impression with park guests.
3. From your notes, develop a tri-fold informational brochure to give to park employees.
  - a. Brochure should include three concrete ideas for each type of employee.
  - b. Brochure should be creative and visually appealing.

**Submit:** Notes, brochure. **Estimated Hours:** 1.5



## Related Standard:

Workplace Skills, Standard 3: Interact well with others.  
 A. Make an appropriate impression.

## Grading Criteria:

Brochure deals with all six employee types listed.	5	4	3	2	1
Brochure shows an understanding of making an appropriate impression.	5	4	3	2	1
Brochure includes three concrete ideas for each employee type.	5	4	3	2	1
Brochure is neat and visually appealing.	5	4	3	2	1