

A good advert sparks curiosity and makes people want to find out more

## First Impressions

- Keep it short, clear & visually engaging
- Use a striking headline to introduce
- Aim to capture interest, NOT explain everything



Think 'Would I stop & read this?'

## The Core Information

- Who** is it for (who your looking for)
- What** the opportunity involves (e.g. meeting, group, one-off)
- When & where** it will take place
- How** people can respond
- Why** it matters & how they will impact

## Create Interest & Connection

- Use a positive & friendly tone
- Use personal language to emphasise their impact
- Keep it welcoming and inclusive - **AVOID jargon**



Think 'Help us to...'

## Layout & Design

- Use **images** where possible to help humanise
- Keep clear - **AVOID blocks of text**
- Use **colour** to help stand out
- Consider sections or highlight key info
- Ensure **visible branding** for credibility

## Building Trust

- Clearly show who the advert is from - use of a photo can help!
- Keep content factual and genuine
- Ensure consistency in tone and branding to help recognition

## What to Avoid

- Too much detail about the project and commitment - include this in follow-up contact
- Long descriptions of technical or scientific wording
- Leading with payment information

## Clear next steps

- Include a simple, clear next step e.g. 'Get in touch'
- Encourage people to find out more
- Make responding easy - contact email/link/QR code/phone number