



5 Ways to Tell Your Story

1 ● **INFOGRAPHICS AND POSTERS** use information that's easy to tally, giving you a chance to illustrate the facts and figures that make your business tick. From clients served to milestones, sales figures, and more, track and record your success from year to year in a visual and concise platform.

2 ● **HOW-TO MATERIALS** familiarize people with your best practices, tips and tools, and position you as an expert in your field. And better still, you can share your knowledge and expertise in a format that doubles as a handy marketing tool.

3 ● **CONFERENCE AND EVENT PROGRAMS** become more than a schedule of activities when you weave your history into the fabric of the event. Educate and inform your audience about your company. Make it useful and it may just become a keepsake.

4 ● **YEARBOOKS AND CORPORATE HISTORY BOOKS** allow you to look at what it took to get to where you are, and where you're going. Measure your growth, innovation, challenges, and rewards. Yearbooks and corporate history books preserve your legacy (something your website doesn't do), and they work well as introductory primers for new partners and employees.

Involve your staff and it can help instill a renewed sense of pride in the company and their part in its success. Especially when you make it an annual tradition.

5 ● **ILLUSTRATED TIMELINES** allow you to explore your past with images and events in chronological order. Focus on products, services, leadership, or a combination of topics. Mount your timeline as a traveling exhibit, use it as a display in the lobby, or hang it in the conference room.

Don't leave them wondering.

Call or write today to get started.

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