

Case Study: Following a long and very successful year; the owner and head of “Fantastica”; a booming middle-sized IT company, planned a summer vacation trip as an incentive for the company’s exhausted and stressed-out executive managers. He summoned the HR Manager of the company for a meeting and asked her to find the ideal place for the intended trip. His guidelines were clear, the destination had to be unique and relaxing yet interesting and reasonably priced. She went ahead with her search and after several meetings with various travel agencies and going through tens of brochures and hundreds of pictures, she was convinced that she, finally, found the ultimate vacation spot that is most suitable for the incentive trip; the North Pole! Given, the unusual nature of the destination, she knew it would take quite some effort to convince the Managing Director of her choice. She gathered the information and evidence she collected from the different brochures she’s been through and decided to summarize it all in a one-pager to present to him. Who said that a perfect holiday had to be expensive? That only fancy hotels and exclusive restaurants define a joyful vacation? Well.. whoever said that had never been to the North Pole where one cannot spend too much money, yet experience a different type of joy. The North Pole where long walks in the primitive wild replaces shopping sprees. In fact, air way tickets are the only considerable cost there is. A cost that can easily be compensated through the cheap accommodation Igloos provide, and the simple yet extremely fresh and fulfilling self-made fish meals. Whereas a single round-trip ticket to the North Pole would cost around €500 vs. €300 for regular European destinations, the average cost of accommodation, meals and entertainment per person per day is only €30. This is down from an average of €180 spent by the company in similar previous trips. Given that there are 20 executive managers in Fantastica, the cost saving over a 5-day trip would be considerable. The nature the North Pole offers is unique and unspoiled. It is exceptional because it is unlike anything the travellers have ever experience. For example, the midnight sun turns night into day which is a unique experience to most visitors. Unlike most other traveling destinations, the vision is not obstructed by constructions, and the endless spread of ice as far as the eyes can see helps people keep a cool head. To the contrary of what most people think, the North Pole is full of life, spotting wild life such as Polar bears, rabbits and foxes is a common occurrence that adds an element of awe and excitement and gives the landscape a different prospect. Despite the relaxing nature of the surrounding, adrenaline-rush seekers can always find their fix in activities such as Dog-sleigh races which offer the thrill of speed. Other highly interesting possibilities for leisure time activities varies from the serene and relaxing “fishing through ice holes” to the creative “ice sculpting”. Finally, to revive the muscles rigid from all those long meeting sessions, a bit of ice-floe jumping is bound to do the trick.

Task 1:

Your task is to:

- A. Break down the block of text into paragraphs
- B. Create plenty of white space in the document for a friendlier look and read
- C. Select a title for the document and add sub-titles when necessary
- D. Organize information and use typographic elements for emphasis of key information (if needed)