PATRICIA HAMMOND

Trade Show Campaign: Production Case Study

Trade Show Campaign — Brochure, Poster & Flyer

pathammond.net

TRADE SHOW CAMPAIGN

Photographer's Brochure & Marketing Collateral | Editorial Direction & Publication Design

This was a rush job for a client I previously worked with. I had one week to review 10,000+ photos, design a brochure and get it to her printer.

Except for a request to feature "lots of happy, smiling faces," the client trusted me to develop the story and select the photos.

In addition to the brochure, I was tasked with creating a display poster and tip sheet flyer.

PROJECT BRIEF

Design a Z-fold brochure to promote Bar/Bat Mitzvah photography at a trade show event. The project evolved to include a display poster and flyer.

Tools: Scribus, Inkscape, Gimp

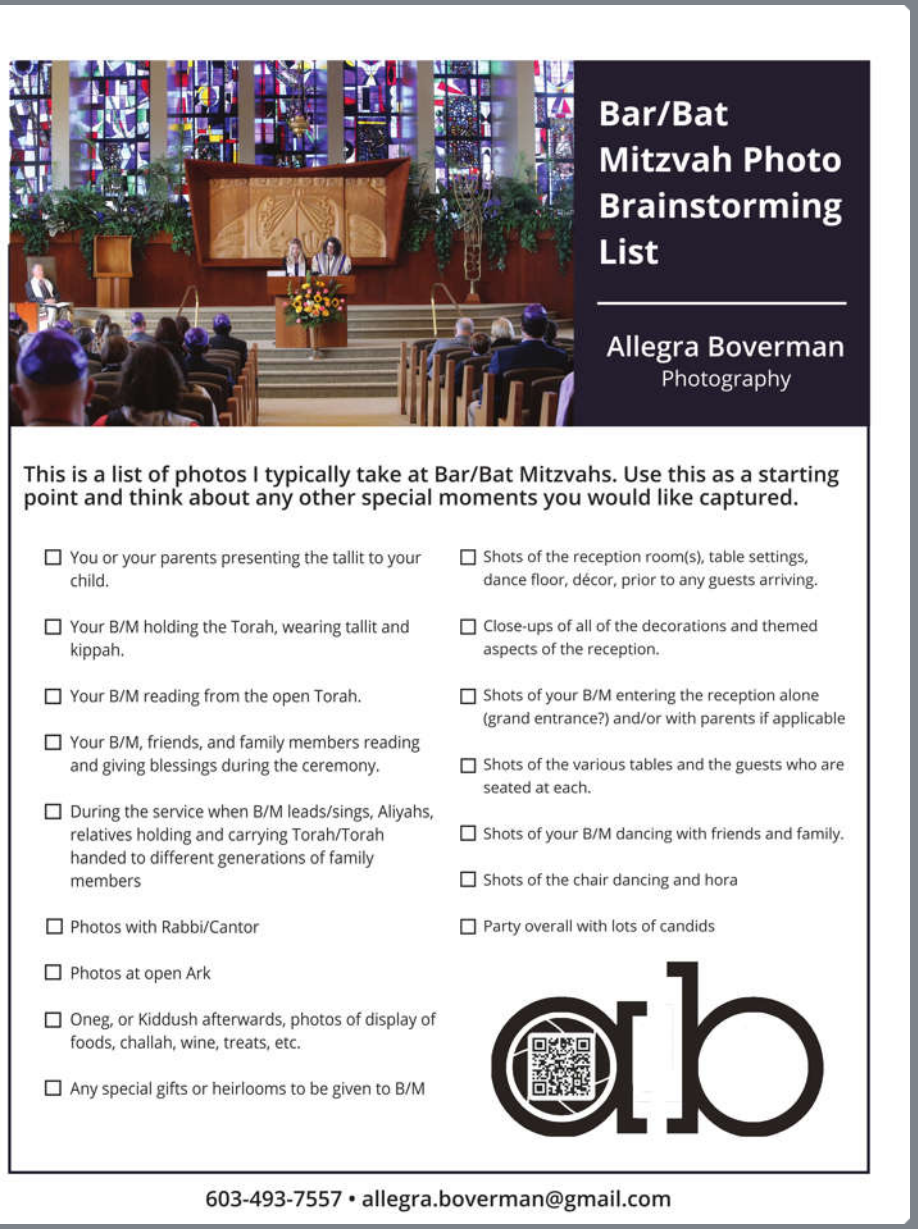
This was one of those projects where you look up at the end and say "Wow, I did it."

What started as a Z-fold brochure on a very short timeline quickly became a larger marketing package when the client discovered she couldn't locate her existing trade-show banner.

She needed a large backdrop that could be reused at future events, but we had only two days to design and print it. Rather than create a campaign-specific backdrop, I developed a generic poster that could serve the immediate need and remain useful for future events.

I also created a photography tip sheet to complement the brochure. Both one-page pieces were simple enough for the printer to produce within the two-day window.

A QR code gave visitors an easy way to access the client's contact information and download a PDF version of the brochure. The brochure PDF also became a reusable digital marketing piece that the client could send to prospective clients.



Tip Sheet Flyer, Allegra Boverman Photography

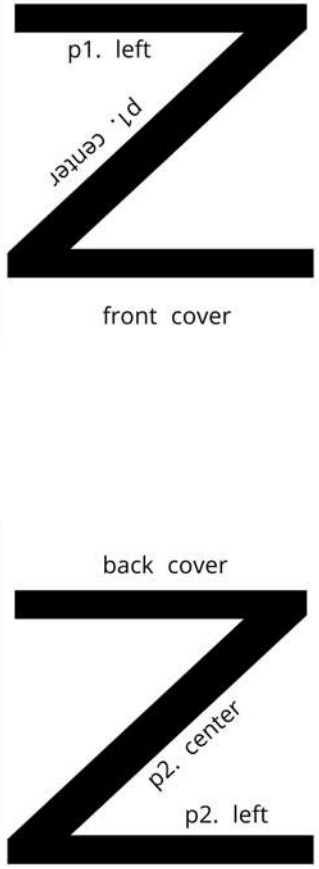
8" x 24" triold brochure with Z-fold, folded to 8" x 8"



p1. left | p1. center | front cover



p2. left | p2. center | back cover



Layout for Z-fold brochure, Allegra Boverman Photography



36" X 24" Display Poster, Allegra Boverman Photography

PATRICIA HAMMOND
Publishing & Production Coordinator

CONTACT INFO

Phone: (603) 264-3182
Email: pat@pathammond.net
LinkedIn: /in/patriciahammond
URL: pathammond.net

TOOLS & PRODUCTION SKILLS

- Scribus (DTP, Layout)
- Inkscape (Vector, Print)
- Marq (Digital Delivery)
- Adobe (Photoshop, Illustrator)
- Production Pipelines
- Client Management

Visit my website

THANK YOU

Thank you for reviewing my portfolio.

I bring more than 20 years of experience in publishing, design, content development, and production coordination.

From initial concept through final delivery, I combine creative problem-solving with practical production management to deliver effective print and digital communications.

Let's connect!

Patricia Hammond