**Creative Concept for the Leadership Seminar Flyer**

**“Personal. Clean. Simple.”**

* Eye-catching layout;
* Clean design (simplicity and minimalism);
* Elegant use of color (promotion of the Blue Ocean Company Logo and color scheme);
* High-quality images of the speakers (Rugby player as an unique feature, competitive advantage);
* Stylish & legible writing font;
* Minimum of info
* Use of infographics

**Ideas:**

* Example of a “Clean Design” leaflet:



* Example of the layout “ingredients”:

1. Catchy headline (+Slogan)
2. Who/Where/When
3. Use of catching questions
4. Main features of the conference
5. The benefits of attending
6. Details on speakers’ profiles (+testimonials)
7. Contact details
8. “More info is available on…”