

Event-in-a-Box

Create Successful Handouts

Use these tips to create a handout that will support or supplement the educational effort.

- Align your message with the objective/long-term intended outcome for your program or event.
- Allow plenty of time to organize your handout. Make it part of the event plan.
- Organize key facts — the practical, take-home message that will help participants apply intended messages or tools.
- Use clear and concise language, remember that not everyone in your audience understands scientific or academic language.
- Check facts, spelling, and references such as Web addresses for more information.
- Use size 10- to 12-point type that is easy to read.
- Use basic bullets to highlight key messages or ideas.
- Choose art, charts, graphics, or photos to support your message. Avoid unnecessary extras.
- Include your name and contact information.
- Ask someone who is not involved in the program or event planning to read the draft of your handout and offer feedback. Is your handout clear and to the point? Easily understood?
- Proof your handout one last time. Make sure names, contact information, email addresses, websites, and phone numbers are correct and working.
- Make extra copies.
- Code your copy, with name, date, number before printing. Example: nbp/8-17-06/100c
- Save both print and electronic copies. Write the name of the electronic file on the back of the print copy. Consider creating an electronic file of training materials, but this is not an excuse to present the same program or produce the same handout year after year. While it's true that some tips may be perennials, K-State Research and Extension is a trusted resource for research-based information. Let new information be an incentive to attend.