



400-1601 9 Ave SE, Calgary,
Alberta T2G 0H4
Phone: 403-648-1000

WRITER'S BRIEF

MEGAN <last name redacted>

11 FEB 17

| | |
|-----------------------------|---|
| Client | Brand/Jackie Cox |
| Brand Team Lead | Jane Usher |
| Content Type | article |
| Topic | See below |
| Word Count | (400-600, including 15-20 word synopsis; final tbd) |
| First Draft Deadline | Rolling deadlines, ending March 23 |
| Project Name | TA.com reboot |

Audience:

Consumer personas: Free Spirits and Cultural Explorers

Project Overview: Megan, we are assigning you 4 articles in this first round. You've been selected for these because of your authentic experiences. Here are the topics and elements we would like you to include in each.

1. World's Largest Dinosaur
 - o Context – please base it on the trip with your niece and her 2 boys
 - o Elements – location, factoids, great place for a visitor information centre, fun to climb to the top, awesome view. Focus on the wow factor for kids.

2. Glenbow Museum
 - o Context – with your gal pal
 - o Elements – location. touch on the history and significance of this place in western Canada. Permanent collections, artifacts, mention travelling exhibits, prominent artists, what you love about the Glenbow, why it's fun to go with a girlfriend

3. Royal Tyrrell
 - o Context
 - o Elements

4. Waterton Wildflower Festival
 - o Context
 - o Elements

Once you have had a think, we'll chat to make sure we're both on the same page regarding the angle of your stories and word counts.

Additional information:

Rolling deadlines means it's up to you to write and submit drafts as you create them, with March 23 as the deadline for all first drafts. We will be using the Divvy tool. Jackie and I are setting up profiles now. Once you have your first draft ready, I'll show you how to upload to your page. Aiming to have a group info session on this shortly. It will make a big difference, trust me! ☺



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Please download and save the attachments with this email, which include the Word template we need you to use, and instructions on how to use it, including file naming conventions. Also included is a style tip sheet. Please review in your TA Voice & Style Guide the section on Free Spirits and Cultural Explorers and keep in mind you are writing to both personas.

Per our contractual agreement, this project is paying \$1/word, which includes research, fact checking, up to 3 revisions and supplying working urls from authoritative sources (eg: Parks Canada, operators, legit experience associations such as [Alberta Outfitters Assn](#)) and not “hobbyist” sites (eg: [Hiking with Barry](#)).

INVOICING: Please submit one invoice at the end of Feb and another at the end of Mar for all articles assigned to you. To expedite payment, please reference the Client Name, Project Name, as well as your own invoice number, and include our business address:

**Attn: Jane Usher
Travel Alberta
400, 1601 9th Ave SE,
Calgary, AB T2G -0H4**

Submit to:
jane.usher@travelalberta.com