

The brochure served to inform and excite the community of the summer performing arts educational opportunities at Trollwood Performing Arts School and invite student enrollments. The theme, Expect the Unexpected, a thrilling and imaginative phrase, invites students to embrace surprises, explore their creativity, and take bold leaps in their artistic journey. Inspired by the quirky and mysterious world of The Addams Family, our 2024 mainstage musical, the theme adds an exciting edge to our summer programming. Throughout the brochure, unexpected twists and whimsical motifs capture the intrigue of the production, while showcasing the vibrant energy and unique opportunities Trollwood offers its students. The budget was \$1,283.11 for printing of 5,000 brochures. Design, layout, and distribution was all handled in-house. The brochure was well received and excited the intended audience. The brochure was well received and our 2024 programming had 808 student enrollments, a 4% increase from the previous year.