APEC

Asia-Pacific
Economic Cooperation

Advancing Free Trade
for Asia-Pacific **Prosperity**

APEC Publications Toolkit:

Standards for Content Development,

Data Visualization and Quality Control

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Table of Contents

Introduction and Content Development

Introduction

This toolkit consists of three main chapters: Content Development, Data Visualization and Quality Control. Each chapter will provide simple guidelines that can be used by a Project Overseer and/or contractor to develop and review APEC publications, ensuring that the publications are in line with APEC Publications Guidelines (2016) as well as accessible and easy to understand for the public, both internal and external stakeholders.

Content Development

In developing a publication for APEC, a writer should pay attention to four elements:

STRUCTURE	NARRATIVE	WRITING STYLE	LANGUAGE

This toolkit will use these four aspects as basic guidelines that will cover each type of APEC publication that are discussed here (reports, manuals, proceedings, brochures, and directories), within each publication's speciic objectives, characteristics, and audiences.

FOUR ELEMENTS OF PUBLICATION

STRUCTURE

The structure is the skeleton or layout of a publication. The type of structure depends on the medium and the audience for which it is written.

The following is a simple structure that can be used as the basis for different types of publications:

Table 1: Simple Publication Structure

Executive Summary	A thorough overview of the entire publication that provides the reader with key points.
Introduction	The beginning section which states the purpose and goals of the publication.
Background	Information that provides the reader with the essential context needed to understand the issue and its significance.
Main Body	Information to explain and develop points in the introduction. Describe outcomes of the project and impact to the constituent group.
Conclusion/ Recommendation	A summary of findings and recommendations from the main body that provides closure and drives the main points of the publication.
Annex/Appendix	Supplementary material too detailed for the text of the publication itself that is added at the end of the publication.
References	All sources used throughout the publication, with a proper citation on the reference page.

NARRATIVE

What is narrative? A narrative, or a story, is a report of connected events presented in a sequence of various formats (written or spoken words, still or moving images, etc.)

Why do you need to build a narrative into your publication? A narrative, or a story, is much more engaging than standalone messages that lack color and context. Because people remember stories more easily than facts and figures.

By building a narrative in your publication, you are helping readers to see beyond facts and figures, research methodologies and findings, and conclusions and recommendations that are presented in the pages of a publication.

Preparing Your Narrative

Create your narrative by defining what goes into each of the following three steps:

What Define the challenge, issue, problem, threat, fear	→ **Why** Why does that matter and why is it important	→ **How** How do you solve and address this issue
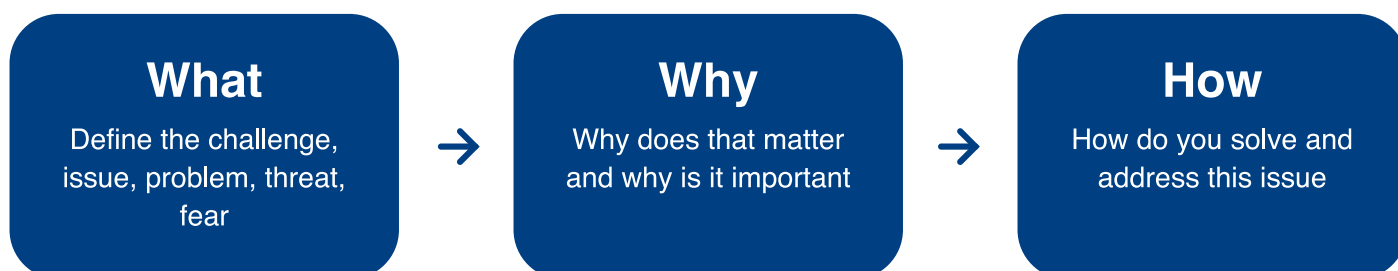
Example

A narrative for an existing APEC report, titled "APEC 100 Best Practice Analysis of Nearly/Net Zero Energy Building" (you can find the report here) may look like this:

What is the problem? Energy use in buildings worldwide accounts for over 40% of primary energy use and 24% of greenhouse gas emissions.	→ **Why is it important?** This will lead to energy supply, security, and environmental problems.	→ **How do you solve this issue?** Making residential and non-residential buildings more energy and resource efficient while maintaining thermal comfort and cost effectiveness.

Combining Narrative with Structure

Now that you have the narrative, you must incorporate it into the publication structure. Use the simple structure from Table 1, and pair each section with a question. You can be as detailed as possible in each section, depending on the type of publication you are working on.

Table 2: Combining Narrative Questions with Structure

Executive Summary	What is this about?
Introduction	What is the document trying to convey? What are the major findings or results? What are the proposed recommended actions?
Background	Why is this important?
Main Document	What are the methodologies? What are the findings and results?
Conclusion/ Recommendation	How will these findings be applied?
Annex/Appendix	What additional information can we provide for you?
References	Where can you find more information about this?

Executive Summary

What is an executive summary?

•   It is not an abstract introduction or background

•   It is a shortened version of the document

•   A brief section at the beginning of a long report, article, recommendation or proposal that summarizes the entire document

•   It is generally contained on one page and should not exceed two to three pages

What is the objective of developing an executive summary?

•   To generate interest from the reader and provide awareness of the importance of the document they are reading without the fine details

•   To make it easier for the reader to see all major findings and make decisions based on the concise information given here

How do you write an executive summary?

In a concise and clear statement, an executive summary sums up the essence of the document by including answers to the following questions:

Table 3: Questions for Executive Summary

Who	To whom will it happen or who will it impact?	Who is behind this document/activity? Who assigned the task? Who has been or will be impacted by the subject discussed in the document?
What	What has happened or will happen?	What is this about? What are the major findings or results? What are the proposed/recommended actions?
Where	Where did it take place or will take place?	Where did the activities described in the document take place? What is the significance of the location chosen?
When	When did it occur or will occur?	When did the activities described in the document take place? When was the document written? What are some key global events taking place at the time that make this time significant?

Why	Why did it occur or will occur?	Why is this important? Why was it undertaken? Why do you propose the recommended actions?
How	How did it happen or will happen?	How will these findings be applied? What segment of society will be impacted? Why will they be impacted? What will happen to them? What will change? How will they benefit?

Example

The following example shows a breakdown of an executive summary from an existing publication, titled "APEC 100 Best Practice Analysis of Nearly/Net Zero Energy Building", which is available here.

The original section is titled Preface, not Executive Summary. We are using this example to show how the objective, structure, and information in this passage can fit an executive summary.

Table 4: Example of Questions and Answers for Executive Summary

Questions and answers you can use to structure an executive summary	Final executive summary
First Paragraph	
What has happened? Energy use in buildings worldwide accounts for over 40% of primary energy use and 24% of greenhouse gas emissions. **What will happen?** Energy supply, security, environmental problems. **How do you propose to solve this issue?** Making residential and non-residential buildings more energy and resource efficient while maintaining thermal comfort and cost-effectiveness. **How will these actions bring impact to the people?** Save money and reduce pollution	Energy use in buildings worldwide accounts for over 40% of primary energy use and 24% of greenhouse gas emissions. Simply increasing energy supply will not solve the current energy supply and security situation and associated environmental problems. Given the challenges related to climate change and resource shortages, making residential and non-residential buildings more energy and resource-efficient while maintaining thermal comfort and cost-effectiveness represents an enormous opportunity to save money and reduce pollution.

Questions and answers you can use to structure an executive summary	Final executive summary
Second Paragraph	
Where did it take place? APEC region, both developed and developing economies. **What is the significance of the location chosen?** The APEC region is a net energy importer and its demand for energy is on the rise. **What is this document about?** To share the existing experiences and best practices of NZEB, and to promote this idea among APEC region, to benefit both new building construction work and existing building retrofit work.	Accounting for around 60 percent of world energy demand, the APEC region is a net energy importer and its demand for energy is on the rise. Recently, some APEC developed economies set the goal to achieve Nearly /Net Zero Energy Building (NZEB) and already launched some research programs and accomplished successful demonstration projects. How to share the existing experiences and best practices of NZEB to promote this idea among APEC region is the focus of this project which will benefit both the new building construction work and existing building retrofit work in both developed and developing economies
Who provided the funds for this project? APEC Energy Working Group **Who managed the project?** APEC Expert Group on Energy Efficiency & Conservation **What are the goals of the project?** To carry out professional in-depth comparative research with the detail information collected of best practice NZEB pilot buildings	This project was funded by the APEC Energy Working Group: EWG 02 2015 - APEC Nearly /Net Zero Energy Building Best Practices and Energy Reduction Results Comparative Study, the APEC Expert Group on Energy Efficiency & Conservation managed the implementation of the project. The goal of this project is to carry out professional in-depth comparative research with the detail information collected of best practice NZEB pilot buildings, to showcase how tremendous energy reduction could be achieved by integration design, advanced technology utilization and NZE oriented management & commissioning in buildings. The outcome of this project could be as a strong support for the APEC economies to promote NZEB in the future and work as an important pillar for the existing APEC programs, which including APEC Energy Smart Communities Initiative (ESCI), APEC Smart Grids Initiative (ASGI) and APEC Low Carbon Model Town project (LCMT).

Remember, an executive summary should only be written after the publication has been completed when all the data and information are available.

Do's and Don'ts

The following are simple checklists for writing an executive summary:

Do:

• **Provide a compelling and extremely brief synopsis of the summary in the first paragraph.**	√
• **Order the information in the same order as the main body, functioning as a roadmap for the rest of the document.**	√
• **Include recommendations that will provide conclusions and arguments stated in the main body of the publication.**	√
• **End with a conclusion paragraph in this section that sums things up, reasserting the central point and relevance.**	√

Don't:

• **Provide too much or too little detail in the summary.**	√
• **Have mismatched content or use different terms in the summary from the rest of the document.**	√
• **Provide too much background in the summary.**	√

WRITING STYLE

The main body of the document should remain easy to read and comprehend for the general audience. Regardless of technical complexities or requirements, writing the document in a clear narrative will make it easier for the reader to understand.

Active versus Passive Voice

Sentences should usually be written in the active voice, not the passive. However, the passive voice can be used when the writer of the document does not want to highlight the actor (the 'who'), or want to convey a softer diplomatic, polite meaning.

Example of active versus passive voice

- APEC will not release future funding until the government implements the agreed-upon reforms. (Active)
- Future funding will be withheld by APEC until the government implements the agreed-upon reforms. (Passive)

Example of active versus passive voice to avoid attributing an action to a specific subject (person or group)

- Mr Smith analyzed the data according to our protocols. (Active)
- The data was analyzed according to our protocols. (Passive)

Paragraphs and Sentences

Keep sentences and paragraphs short. Long sentences and paragraphs are hard on the reader's eyes. Limit the number of words in each sentence to 15 and four sentences per paragraph.

Break up long stretches of text with relevant images, graphics or charts that were presented during the APEC activity to help direct the reader to relevant information.

LANGUAGE

Simple, Direct Language

Avoid making your content too wordy. Complex sentences can be confusing and be overwhelming for readers. When writing, always try to simplify. Try to avoid writing sentences with too many words.

Do not complicate your vocabulary. Use proper terminology to enhance clarity but choose simpler synonyms for multisyllabic words.

Example

> Before: "The department will disseminate the forms soon."
>
> After: "The department will pass out the forms soon."

Remember:
- Simple, consistent writing is usually best
- Construct concise, declarative statements

PUBLICATION STRUCTURES

As stated on page 5, a basic publication structure consists of three sections; opening (executive summary), the main body of the document (introduction, background, main body), and closing (conclusion/recommendation). In addition to that, we also have annex/appendix and references.

Executive Summary

A thorough overview of the entire publication that provides the reader with key points.

Introduction

This is the beginning of the report, where the writer states the problem and any questions that need to be asked to solve the problem. The section should not provide too much history on the topic. Do not repeat the content of the executive summary almost verbatim.

Background

This section provides the reader with the purpose and scope of the document, including necessary details needed to understand why the report was developed, putting the problem into context. Do not repeat the content of the executive summary almost verbatim.

Main Body

This is the main part of the publication. The structure of this section can follow a specific format and purpose of the publication, such as a final project report.

Conclusion/Recommendation

It is a wrap-up that drives home the main points. Without giving any new information, simply summarize the findings from the main body of the publication. Do not repeat the executive summary almost verbatim in the conclusion.

Annex/Appendix

An annex/appendix is a supplementary material too detailed for the text of the publication that is added at the end of the publication. This can include surveys, interview transcripts, photos, and images.

References

All sources throughout the publication, given a proper citation on the reference page.

The difference between each publication will be dictated by the objectives, audiences, and formats that these publications are intended to. In this toolkit, we will discuss the structure for report, manual, proceeding, and brochure.

Report

Report

A report is an informational work, a detailed account made with the intention of relaying information or recounting events in a presentable form. Some reports can be technical in nature, and in these cases, the scope and length of the document vary.

According to APEC Publication Guidelines (2018), a final report is a final output or a deliverable submitted upon the completion of an APEC activity. You can find the guideline here. It includes a structure for a project final report. If we compare the simple publication structure above (Table 1) with the format from APEC Publication Guidelines (2018), and from an existing publication (see here), you can see how similar sections in each structure are positioned:

Table 5: Report Structure Comparison

The format used in APEC Publication Guidelines (2018)	Example of the format used in an existing publication	Simplified Format
A Title Page containing the activity name and fora details.	APEC 100 Best Practice Analysis of Nearly/ Net Zero Energy Building Energy Working Group April 2017	Title Page
Table of Contents, Glossary, List of Acronyms.	Table of Contents	Table of Contents

The format used in APEC Publication Guidelines (2018)	Example of the format used in an existing publication	Simplified Format
Basic data – information on activity location, key dates of implementation, information on experts, a summary of management arrangements, information on contracting arrangements if relevant. This section should also contain the basic information from the original project proposal on relevance, objectives, and the scope of the project.	Preface	Executive Summary
	Acknowledgment	
	Figures	
	Tables	
	Chapter I General Information	Introduction
		Background
Key Outputs – research reports, surveys, etc.

Key outcomes compared with activity objectives as well as achievements against strategic priorities. This includes information on the likelihood, the magnitude and the nature of the anticipated benefits for key stakeholders outlined in the original proposal.

Overall impact and lessons learned. | Chapter 2 NZEB Best Practices Template Design

Chapter 3 General Information of NZEB Best Practices Investigation

Chapter 4 Passive Approaches to NZEB

Chapter 5 Active Approaches to NZEB

Chapter 6 Renewable Applications in NZEB

Chapter 7 Economic Analysis of NZEB | Main body |

The format used in APEC Publication Guidelines (2018)	Example of the format used in an existing publication	Simplified Format
Conclusions and information on next steps.	Chapter 8 Conclusion	Conclusion
	Appendix I 100 NZEB Best Practices List	Appendix
	Appendix II Figures of Best Practices	References
	Appendix III Selected Best Practices	

Based on this comparison, you can see that each structure basically consists of three sections; opening, the main body of the document, and closing/conclusion.

Recommended Structure for Reports

Using these three main sections as a starting point, combining the elements of the simple publication structure with the format from APEC Publication Guidelines (2018), and taking into account the need for a simple, flexible and comprehensive report structure, we recommend the following structure:

Table 6: Recommended Report Structure

Title Page	A title page containing the activity name and fora details
Executive Summary	A thorough overview of the entire publication that provides the reader with key points.
Table of Contents	A list of chapters or section titles or brief descriptions with their commencing page numbers.

Glossary	A brief dictionary, an alphabetical list of terms or words found in or relating a specific subject, text, or dialect, with explanations.
Lists (of acronyms, figures, tables, boxes, etc.)	Acronym: A word or name formed as an abbreviation for the initial components in a phrase or a word, usually individual letters (as in APEC) and sometimes syllables (as in Interpol).
Acknowledgments	Statement of appreciation and recognition to all parties who were involved in the development of this report.
Introduction	The beginning section which states the purpose and goals of the publication.
Background	Information that provides the reader with the essential context needed to understand the issue and its significance, such as: • Relevance • Objective • The scope of the project Including information on: • Activity location • Key dates of implementation • Experts • Summary of management arrangements • Contracting arrangements if relevant

Main Body	Information to explain and develop points in the introduction. Describe outcomes of the project and impact to the constituent group. This may include: • Key Outputs – research reports, surveys, etc. • Key outcomes compared with activity objectives as well as achievements against strategic priorities. This includes information on the likelihood, the magnitude and the nature of the anticipated benefits for key stakeholders outlined in the original proposal. • Overall impact and lessons learned.
Conclusion/ Recommendation	Conclusions, and recommendations for next steps.
Annex/Appendix	Supplementary material too detailed for the text of the publication itself that is added at the end of the publication.
References	All sources used throughout the publication, with a proper citation on the reference page.

Best Practice

The following is an example from an existing APEC report. You can find it [here](#).

Title: Enhancing Aviation Connectivity and Emissions Reductions via Implementation of Performance Based Navigation (PBN) Assistance Program: Final Site Visit Report – Indonesia

- **What it did well**

  Structuring the report in an easy to navigate format; with clear divisions between the opening (Executive Summary and Section 1: Introduction), the main body of the publication (sections 2 to 4), and conclusion/closing (Section 5: Action Plan and Action Elements)

- **What could be improved**

  Rewriting the title of the report to make it easier for readers; using less technical jargons and providing context on why it is important.

Manual

Manual

A manual is a set of instructions for learning a subject or conducting a specific work or task. It contains a comprehensive and step-by-step guide to a topic that also serves as a reference book.

It details what is given and what is required, explains how to put the presented information into practice, and instruct how to solve problems as they occur.

The structure for a manual can use the same overall format of a report, but with a simpler and easier to read format.

Table 7: Simple Manual Structure Breakdown

Sections	Sub-Sections	Definition
Opening	Executive Summary	A thorough overview of the entire manual that provides the reader with key points.
Manual Content	Introduction	The beginning section which states the purpose and goals of the manual.
	Background	Information that provides the reader with the essential context needed to understand the issue and its significance.
	Main Body	A step-by-step guide, how-to, best practices
Closing	Conclusion or Recommendation	What is the expected outcome after completing the steps as described in the manual, and what will be the next steps?
	Appendix and/or Reference	Supplementary material too detailed for the text of the manual itself, and all sources used throughout the manual with proper citation.

Side by side comparisons in Table 5 and Table 6 show the simple manual structure (Table 3) against existing APEC manuals (please see here and here for a complete version of each publication):

Table 8: Example 1, Illegal Logging Best Practices Resource Guide

Sections	Sub-Sections	Example of structure used in an existing manual
Opening	Executive Summary	Title Page
		Contributors and Contacts
		Table of Contents
		Acronyms and Other Initials
Manual Content	Introduction	Introduction
		Overview of Illegal Logging and Associated Trade
		Main Workshop Results and Outcomes
	Background	(No background, as this, has been covered in Introduction)
	Main Body	Best practices
		Incorporating Methodologies for Targeting Illegal Timber in Trade at Customs Agencies
		Developing Formal Cooperative Agreements Between Economies
		Participating Actively in International Programs and Databases

Sections	Sub-Sections	Example of structure used in an existing manual
		Developing Sound Relationships with Forensic Timber
		Identification Service Providers
		Knowledge of Timber Traceability Systems
		Tools
Closing	Conclusion or Recommendation	(No conclusion or recommendation)

Table 9: Example 2, Voluntourism Best Practices in the Asia-Pacific Region: Promoting Inclusive Community-Based Sustainable Tourism Initiatives

Sections	Sub-Sections	Example of structure used in an existing manual
Opening	Executive Summary	Title Page
		Glossary of Terms
		Table of Contents
		Best Practice Cases

Sections	Sub-Sections	Example of structure used in an existing manual
Manual Content	Introduction	Section 1: Introduction
		Purpose of the Guidebook
		How to use the Guidebook
		How the Guidebook was Developed
	Background	(No background, as this, has been covered in Introduction)
	Main Body	Best Practices
		Section: Voluntourism – What It Is and How Do You Fit In?
		Section 3: Best Practice Principles
		Section 4: Activities – Key Guidelines
Closing	Conclusion or Recommendation	Section 5: Going Forward
		Appendices

Recommended Structure for Manuals

The manual structure is comprised of three sections; opening, the main body of the document, and closing/conclusion. Based on this, using the report structure as a baseline, we recommend the following structure for the manual:

Table 10: Recommended Manual Structure

Title Page	A title page containing the activity name and fora details
Executive Summary	A thorough overview of the entire manual that provides the reader with key points.
Table of Contents	A list of chapters or section titles or brief descriptions with their commencing page numbers.
Glossary	A brief dictionary, an alphabetical list of terms or words found in or relating a specific subject, text, or dialect, with explanations.
Lists (of acronyms, figures, tables, boxes, etc.)	Acronym: A word or name formed as an abbreviation for the initial components in a phrase or a word, usually individual letters (as in APEC) and sometimes syllables (as in Interpol).
Acknowledgments	Statement of appreciation and recognition to all parties who were involved in the development of this manual.
Introduction	The beginning section which states the purpose and goals of the manual.
Background	Information that provides the reader with the essential context needed to understand the importance of the manual; when or where it should be implemented, and what are the expected outputs/outcomes.

Main Body	Information that provides the reader with a detailed explanation of how to conduct an activity or reach a goal. This may include (but not limited to): Step-by-step guidelines
	• How to
	• Best practices
	• Case studies
Conclusion/ Recommendation	Conclusions and recommendations for next steps.
Annex/Appendix	Supplementary material too detailed for the text of the manual itself.
References	All sources used throughout the publication.

Best Practice

The following is an example from an existing APEC manual. You can find it here.

Title: Guidelines to Develop Energy Resiliency in APEC Off-Grid Areas

• **What it did well**

Provided readers with a detailed executive summary with a chart visualizing the content of the manual and followed by a well-structured format with clearly defined chapters and sections.

• **What could be improved**

A shorter executive summary, with less redundant information.

Proceeding

Proceeding

A proceeding is an official record, a complete and published report of an event, such as meeting, workshop, or conference. In comparison with the structures of report and manual, the structure of a proceeding is more straightforward. Its main objective is to record, as comprehensive as possible in a written format, things said or done. The structure of a proceeding follows the same flow as of a report and manual:

Table 11: Proceeding Structure Breakdown

Sections	Sub-Sections	Definition
Opening	Executive Summary	A thorough overview of the entire publication that provides the reader with key points.
Proceeding Content	Introduction	The beginning section which states the purpose and goals of the publication.
	Background	Information that provides the reader with the essential context needed to understand the issue and its significance.
	Main Body	A complete record of what was said and done, in a chronological order.
Closing	Conclusion or Recommendation	The result of the proceeding, and what will be the next steps.

Here is a comparison of the simple structure against existing APEC proceedings. Both publications are available here and here:

Table 12: Example 3, FTTAP Capacity Building Workshop on FTA Negotiation Skills on Competition Under the 2nd REI CBNI

Sections	Sub-Sections	Definition
Opening	Executive Summary	Title Page
		Contents
Proceeding Content	Introduction	Overview
	Background	Background
	Main Body	Discussions
		Opening Remarks
		Introduction
		Workshop's Sessions
Closing	Conclusion or Recommendation	Summary and Conclusions
		Next Steps
		Appendix

Table 13: Example 4, Strengthening Tourism Business Resilience Against the Impact of Terrorist Attack

Sections	Sub-Sections	Definition
Opening	Executive Summary	Title Page
		List of Contents
		List of Abbreviations
		List of Graphics
Proceeding Content	Introduction	Overview
	Background	(No background)
	Main Body	Opening Session
		Session I
		Session II
		Session III
		Session IV
Closing	Conclusion or Recommendation	Closing Session
		Appendix

Recommended Structure for Proceedings

A proceeding is comprised of three sections; opening, the main body of the document, and closing/conclusion. Therefore, the recommended structure for a proceeding mirrors the structure for report and manual, with some small differences in the main body of the document:

Table 14: Recommended Proceeding Structure

Title Page	A title page containing the activity name and fora details
Executive Summary	A thorough overview of the entire proceeding that provides the reader with key points.
Table of Contents	A list of chapters or section titles or brief descriptions with their commencing page numbers.
Glossary	A brief dictionary, an alphabetical list of terms or words found in or relating a specific subject, text, or dialect, with explanations.
Lists (of acronyms, figures, tables, boxes, etc.)	Acronym: A word or name formed as an abbreviation for the initial components in a phrase or a word, usually individual letters (as in APEC) and sometimes syllables (as in Interpol).
Acknowledgments	Statement of appreciation and recognition to all parties who attended the event (conference, workshop, meeting, etc.), and were involved in the development of this proceeding.
Introduction	The beginning section which states the purpose and goals of the proceeding.

Background	Information that provides the reader with the essential context needed to understand the importance of the proceeding; why there is a need for such documentation, and what are the expected outputs/outcomes from the event in the record.
Main Body	Information that provides the reader with a detailed explanation and description about who attended, what happened, and what was said on the event (but not limited to): • Event agenda • Sessions • Speakers and topics • Attendees (organizations, individuals, etc.) • Event outcome
Conclusion/ Recommendation	Conclusions, and recommendations for next steps.
Annex/Appendix	Supplementary material too detailed for the text of the proceeding itself.
References	All sources used throughout the publication.

Best Practice

The following is an example from an existing APEC proceeding. You can find it here.

Title: Workshop Report: Strategies to Address Non-communicable Diseases Through Science, Technology, and Innovation – Nutrigenomics Approach

- **What it did well**

  A simple proceeding structure with a clear flow; from the opening section (Executive Summary, Introduction) to the main body of the publication (sessions 1 to 7 and Proceedings of the workshop/breakout sessions), and concluded with Closing, Policy Statement, and Summary of Evaluation.

It is a good example of a properly written proceeding, with visual breaks and easy to read format.

Brochure

Brochure

A brochure is an informative document, primarily used to introduce or promote a company, organization, products or services and inform the potential audience or member of the public of the benefits. It comes in two formats; online and physical.

An online brochure is designed in a format that will ensure shareability through specific or various digital formats, for example, in Portable Document Format (PDF) to be used in desktop or laptop computers, as well as smartphones and tablets. An online brochure can also be designed to be printable, to be used as a physical document.

The layout of a physical brochure should allow it to be easily printable and folded in different ways, for example into a two-fold or tri-fold brochure.

A brochure that is specifically designed for printing and physical distribution purposes may have a different layout than the one designed specifically for online distribution.

The structure of a brochure follows the same flow as that of other types of publications, with some differences:

Table 15: Brochure Structure Breakdown

Sections	Sub-Sections	Definition
Opening	Executive Summary	A thorough overview of the entire brochure that provides the reader with key points.
Brochure Content	Introduction	The beginning section which states the purpose and goals of the brochure.
	Background	Information that provides the reader with the essential context needed to understand the issue and its significance.
	Main Body	The information is presented in a combination of text and visual elements.

Closing	Conclusion, Recommendation, or a Call to Action	The actions that the audience is expected to do after reading the brochure.

Here is a comparison of the simple structure against existing APEC brochures. Both publications are available here and here:

Table 16: Example 5, Compendium of Energy Efficiency Policies in APEC Economies

Sections	Sub-Sections	Definition
Opening	Executive Summary	Title Page
		Foreword
		Acknowledgments
		Table of Contents
Brochure Content	Introduction	No introduction, the information is included in Foreword
	Background	No background, the information is included in Foreword
	Main Body	Australia
		Brunei Darussalam
		Canada
		The list continuous in alphabetical order, covering all economies that were covered in this document
Closing	Conclusion or Recommendation	No conclusion or recommendation
		No appendix

Table 17: Example 6, APEC at a Glance, 2018

Sections	Sub-Sections	Definition
Opening	Executive Summary	APEC at a Glance
		What is APEC?
		What does APEC Do?
		The APEC Mission
Brochure Content	Introduction	No introduction, the information is included in APEC at a Glance
	Background	No background, the information is included in APEC at a Glance
	Main Body	What Makes APEC Different?
		How Does APEC Work?
		The Working Level
		The Policy Level
Closing	Conclusion, Recommendation, or Call to Action	To keep up to date with APEC, visit www.apec.org or follow us on social media: This section includes APEC's social media handles and Secretariat contact details.

Recommended Structure for Brochures

A brochure is comprised of three sections: opening, the main body of the document, and closing/conclusion. However, what differentiates a brochure with other types of publication (report, manual, proceeding) is that it should have more visual support in it.

The information contained in a brochure should be presented through a combination of written texts, photos, pictures, and/or other visual elements such as charts, graphs, tables, and infographics. These visual elements need to speak strongly to the content, are not compositionally complex, and help the reader to transition between topics.

The recommended structure for a brochure is as follows:

Table 18: Recommended Brochure Structure

Title Page	A title page containing the activity name and fora details.
Executive Summary	A thorough overview of the entire proceeding that provides the reader with key points.
Table of Contents	A list of chapters or section titles or brief descriptions with their commencing page numbers. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), a table of contents is not necessary.*
Glossary	A brief dictionary, an alphabetical list of terms or words found in or relating a specific subject, text, or dialect, with explanations. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), a glossary should be kept short and at a minimum.*

Lists (of acronyms, figures, tables, boxes, etc.)	Acronym: A word or name formed as an abbreviation for the initial components in a phrase or a word, usually individual letters (as in APEC) and sometimes syllables (as in Interpol). *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it should be kept short and at a minimum.*
Acknowledgments	Statement of appreciation and recognition to all parties who attended the event (conference, workshop, meeting, etc.), and were involved in the development of this proceeding. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it should be kept short and at a minimum.*
Introduction	The beginning section which states the purpose and goals of the brochure. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it can be combined with the background.*
Background	Information that provides the reader with the essential context needed to understand the importance of the brochure. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it can be combined with the background.*
Main Body	The information is presented in a combination of text and visual elements.

Conclusion/ Recommendation	Conclusions, and recommendations for next steps.
Annex/Appendix	Supplementary material too detailed for the text of the proceeding itself. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it should be kept short and at a minimum.*
References	All sources used throughout the publication. *Note: For brochures that are very short in length (less than 10 pages) or optimized for printing (less than 5 pages), it should be kept short and at a minimum.*

Best Practice

The following is an example from an existing APEC brochure. You can find it here.

Title: 2017 APEC Economic Policy Report

- **What it did well**

  It is short and easy to read. All relevant information is packed into a two-page brochure. The document is supported with strong visuals that bring out relevant information to the reader. It is designed with a general audience in mind.

The quote helps provide a quick reference for the reader, to see why the issue being discussed in the brochure is important. The first sentence of the quote quickly summarized all that the reader need to know, and to decide whether the brochure is important;

"Inclusive and sustainable economic growth can be achieved by helping more workers access the education and training they require today, for the jobs of tomorrow."

- **What could be improved**

   The chart on the first page could be better designed, to make it more attractive and easier to understand. Instead of using clustered columns to illustrate the data, the designer could use self-explanatory visual elements such as icons (individual worker's icon, group worker's icon, etc.). For example, you can use the basic 'people' icons such as the ones available in Microsoft Word as a starting point to develop your own icons:

Data Visualization

DATA VISUALIZATION

Data visualization is an effective way to tell a narrative because the human brains recognize visual images faster than they recognize texts. Our brains are designed to identify patterns and create meanings out of those images simultaneously. There are three things that writers should be aware of while incorporating data visualization into their writing:

Objective

First, have a clearly defined objective on why you need to visualize your data. Ask questions to help decide the type of chart or visual approach you choose, for example:

- Do you want to make a comparison?
- Identify trends over time?

Think about the context the reader needs to understand the objective of the data visualization and write a title and/or an explanatory text to accompany the chart/image that can be easily understood as a standalone piece of content.

Tools

Your objective will define the right chart to use in visualizing the data. Depending on the software or operating system you are using to write the publication, usually, you can find examples or guidelines within the software's built-in features. For example, if you are using Microsoft Office, you can find suggestions in Microsoft Excel or Microsoft PowerPoint on which type of charts you can use to meet the objective.

Narrative

Developing the story and producing the final chart or design involves editing and curating, adding effective titles, providing context and building a narrative around the data. Design a layout that takes the reader through a visual narrative, based on the objective.

Visualization Checklist

The following is a simple checklist to help you develop good visualization, not only data visualization but also other visual aspects, for your publication.

Keep it simple, impactful, positive, and contemporary	√
Avoid visual clutter and focus on very simple and clear compositions	√
Create intrigue, interest, and excitement through a careful choice of wording, image, and chart	√
Use vibrant, dynamic, interesting and high-quality images	√

Quality Control

QUALITY CONTROL

Use the checklists below as additional steps to ensure control and maintain the quality of the publications.

Sky View

After reading the final version of the publication, answer the following questions:

Does it make sense to a colleague from a different department?	√
Have you presented all the facts that are required?	√
Does the main body of the document support the executive summary?	√
Are your messages clearly articulated?	√

Section by Section

Go through the publication, section by section, and answer the following questions:

Do the executive summary and the main paragraphs of each section capture the reader's attention?	√
Does the publication provide a better understanding of how APEC operates?	√
Are the reader's (or your) questions answered?	√
Does it unfold logically?	√
Are the sections connected?	√

Line by Line

Use built-in spell-check tools on your word processor program to ensure there are no grammatical errors, and answer the following questions:

Is the length of the sentences varied for rhythm?	√
Do paragraphs contain two to four sentences?	√
Do paragraphs contain more than four sentences?	√