

## Case Study

### Client:

Macmillan Cancer Support

### Project:

Water Bombing Championships  
2011 Programme



“We’d like to thank Broadsword for their support. The programmes look ace”

### Rebecca Straden

Fundraising Manager, Chesterfield &  
Sheffield - Macmillan Cancer Support

We were initially contacted, when a programme was required at short notice for the World Water Bombing Championships, thanks to our reputation for achieving a quick turnaround. The project was then left in our hands and we were tasked with creating a 16-page programme using data and images supplied by event beneficiaries Macmillan Cancer Support.

Alongside the need for the designs to be achieved within the timeslot and using supplied images, the client and event beneficiaries were to have final say on all proofs and design and were therefore consulted at all key stages of design and production.

The 2011 programmes were created within a tight timescale with information coming in from various sources. This was the fourth annual programme created for the event and followed Broadsword's extended involvement with the Championship after fielding a team in the '09 event and designing and supplying the custom 'Splash-O-Meter'.

Although a generally straightforward job, with the late arrival of the information all of the stops were pulled out to ensure that the client received proofs on time and the programmes were supplied at the highest quality in time for the event. All production from design and print to assembly was carried out in-house, making the most of Broadsword's facility for bespoke service.

Through this work with Macmillan we were also able to supply further services to the charity, including the design and manufacture of promotional banners for indoor and outdoor events. An example of the diverse range of services that we are able to supply for clients following on from initial jobs.