

APPENDIX I

THE TRANSCRIPTION OF THE INTEVIEWS WITH THE DISCOURSE COMMUNITY

I A. Interviews with the training providers/producers of business brochures

Interviewee A

Interviewer: As a training provider, what is the main purpose for producing brochures for the training programmes you have?

Interviewee: Basically to *introduce* the training programme and to *provide details* about the programme through many types of information. We have course content, purpose of programme, cost of programme and a lot more. Basic details such as date, time and place of training are a must for public programmes but for in-house training the companies who want the training will set the details.

Interviewer: Do you also include elements to attract people to read your brochures?

Interviewee: Title of brochures is to us eye-catching. If you are interested in the title you read more. Other than that more of telling clients why programme is required and what they get out of it. That's the more important information.

Interviewer: So is that promotion then?

Interviewee: Well, title is informing people what the brochure is about. So its like *attracting attention through information*. In a way, yes.

Interviewer: Can we then say that brochures informed as well as promote the programme?

Interviewee: Ya. But *more to inform than promoting*.

Interviewee B

Interviewer: Looking at your brochures about training programmes, what is your purpose for coming up with these brochures?

Interviewee: Well, the purpose is *to inform* about the training we have and details of the training like the day, venue, content of the training and why training would be good.

Interviewer: What about elements of promotion like pictures and colours? Do you choose particular colours and pictures for the brochures?

Interviewee: Not really. We choose colours that are not too glaring so that's why we have blue and green in our brochures. Our aim is more on what the training is all about. The company believes to include as much information on the front of the brochures. In small space we put as much focus on content. So *pictures are secondary* to content. If there's space we put in but if not its alright.

Interviewee C

Interviewer: What is the purpose of the brochures you sent to your clients?

Interviewee: To *create awareness*. To reach people on our products. Awareness like informing them what training we have so we include some minimum basic information about the training. Not in so much detail when it is called brochures.

Interviewer: Is awareness also promoting your training through the brochures?

Interviewee: I think awareness is a bit different because promoting is focused on getting clients. Is more aggressive than being aware. Maybe we also *promote our company* since our company details are in the brochures, in the front and back. But brochures to inform them, what do we have even though not in detail so with company details they can contact us for the details.

Interviewer: Does title of brochure play significant role to capture attention, to promote?

Interviewee: Its part of it. Title *to attract attention to inform* clients the training we advertise. Title is very big that can get your attention. That's normal for it to be big standard in any brochures. We need to tell them what the brochure is about.

Interviewee D

Interviewer: What do you think is the function of your brochures?

Interviewee: It is *informing* about the training we have. We have information for telling clients benefits of the training, course content, and how they can contact us they are interested.

Interviewer: What about the images you have in your brochures?

Interviewee: Images not important. It does *give another value*. It makes our company different from other companies or others. Since others usually don't have pictures in the brochures. It's a bit expensive to include pictures in brochures.

Interviewer: What about focusers, little things to attract, you put in your brochures. It is to promote the brochures right.

Interviewee: Yes, it helps to advertise so people will glance at them. Just to *add to design*. But still much *more informing* rather than advertising.

Interviewee E

Interviewer: Is the purpose of the brochures to establish corporate identity? Since you have your company information, logo and description of your company and also Sirim accreditation in your brochures.

Interviewee: Actually for *convenience of reader*. For example if they are contributor to PSMB, they can utilise the money contributed for training. Don't need to pump in money for the programme if the logo says PSMB registered in brochures. Sirim quality system shows that our programmes are consistent in terms of quality throughout even though they are provided at different times. Let's say some companies intend to send two or three different batches for training.

Interviewer: So to show that your company is credible?

Interviewee: Ya and also *qualified*. So that clients are comfortable with us since we are certified so that they have *confidence* in our programmes.

Interviewer: Would that be a form of attraction to the brochures?

Interviewee: Yes. It can determine decision to participate. But information such as content information, purpose and fees are also main factors. Clients will coincide information with programme. Whether value or not. You know *value for money*. Each dollar that is spend, must get a return more than a dollar investment. That's value for money.

I B. Interviews with the personnel of the companies who receive the brochures/readers of the business brochures

Interviewee F

Interviewer: What do you do with the brochures you received?

Interviewee: I normally *read the contents* then compare the syllabus, what they cover, how many days with other brochures I received about similar training.

Interviewer: So you would read most of the information in the brochures sent to you.

Interviewee: Yes. Then we file them to be processed like to forward it to the management or to consult the department concern with the type of training advertised to see if they are interested.

Interviewer: What about pictures in the brochures? Will they attract you to the brochures?

Interviewee: I think they are put *to attract but not really a big role*. We know what pictures they put in brochures usually. Its more on content that matters not pictures. But its nice to look at the picture sometimes.

Interviewee G

Interviewer: What is the purpose of the training brochures sent to you?

Interviewee: Function is *to tell* target audience what the training is all about, the course contents, all the elements of contact details. When we look at the brochure itself, you know it is not an advertising tool from the layout.

Interviewer: Why do you say so?

Interviewee: The colour code does not jump at the audience. If public advertising, brochures use bright colours. But this brochure is for the focused group send to specific addresses. To *get attention* of specific group.

Interviewer: So it does attract?

Interviewee: Well yes, in a way. It is *still informing rather than advertising*.

Interviewee H

Interviewer: Why do you think brochures about training programmes are sent to companies?

Interviewee: To provide complete *package of information* about programmes. It has basic information to inform but for more details call the provider.

Interviewer: So contact information is important?

Interviewee: To contact the training company and certain companies like our company needs a *lead to create networking* of companies. A lead like when we have product launch we invite them and when we need their services we contact them. For new companies is a way to get new contacts. For mature companies, contact plays an important role, stepping stone for establishing new leads.

Interviewer: Do you think the function of brochures is also to advertise?

Interviewee: Sometimes there're incentives to attract us to the programme. I see it as *mileage of their advertising* but it is not significant factor to decide on whether to sign up for the training. We have to weight *value of programme with cost of programme*. This information is important.

Interviewee I

Interviewer: What do you do when you get the brochure?

Interviewee: Look at the title, next, look at the key things. Title is to get attention. Details, for example time, place and course highlight to inform. Also information of the company's contact numbers to *inform readers* if they have further questions need to contact provider.

Interviewer: What about pictures? Are they important?

Interviewee: Pictures are to *capture attention of the reader for short while*. Only a part of getting attention but bottom line is information example, objective to capture market. Enough to *advertise without pictures* in brochures.

Interviewee J

Interviewer: What do you think is the purpose of the brochures you get from training providers.

Interviewee: To *inform* us about programmes.

Interviewer: Is information about fees important in such brochures?

Interviewee: Not really important. Unless to show impact on the brochure but better not to include because some might be too costly. If fees are stiff they would rather not to advertise the fees. Only programme. If it plays a significant role, fee is significant. Example when we details of it then we know it is value for money or not. But usually most of the company fees are there as well as the programme.

Interviewer: *Fees are a form of promotion* in the brochures?

Interviewer: You can say so but people read that later in the pages. More important is the description about *content of programme and purpose of training*. These would be considered when making decisions to take part in the programme then would be cost. Usually we can negotiate the cost with the providers especially those we know them well.