Annual outings or excursions were promoted widely within firms. The planned events of the excursion were often advertised in the form of mock newspapers / tickets or brochures. For this the in-house printers used the skills that they knew best to create eye-catching and humorous material for annual trips, dinners, soirees and dances. The Edinburgh firm R and R Clark produced varied material for their annual trips and Burns Suppers. The 1888 excursion brochure of employees to Hopetoun House, advertising the trip in the form of a joke theatre programme, proclaimed:


Later, variations on tickets were produced, such as this fake cheque, advertising a chapel outing to Dollar in 1955, which promised to pay the bearer $1,000,000 if he behaved himself on the trip.

The printing and design of such material was a special event promoted within the company. As one employee recalls:

They used to have a competition each year for the apprentices to design the programme for the Burns Supper and the winning programme was chosen and sent off to be printed.

Annual trip programmes often provided details about the surrounding area and places of interest. Employees would be told of local venues that would offer a discounted rate of entry during their visits. Programmes would also list the events of the day with times and places where refreshments would be provided.