

Professional Publicist Educates You

Name: Lisa Lapidés Sawicki, President
Business: Lapidés PUBLICITY Giragosian
Address: 1316 N. Campbell Rd., Suite 135
Royal Oak, MI 48067
Phone: (248) 399-8200
E-Mail: workshop@lapidespublicity.com
Website: lapidespublicity.com

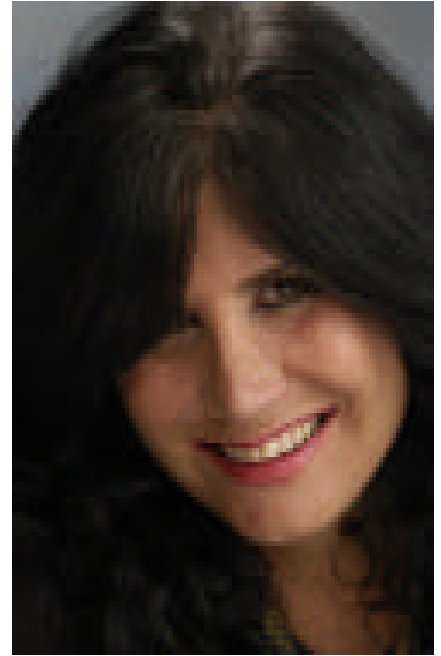
Lisa Lapidés Sawicki, President of Lapidés Publicity Giragosian, Inc. (LPG Inc.) will show you proven publicity techniques sure to give your company the exposure it needs. Her workshop will demonstrate 7 proven secrets and ways to use the power of the press. She is a public relations specialist with over 20 years experience in the field and knows what it takes to get the right media attention. This workshop will provide a crash-course on what publicity can do for you in a fun and entertaining way. You'll learn how to become more media savvy and get the results your company deserves.

The Mission of Lapidés PUBLICITY Giragosian:

To always position their clients as experts and industry leaders in their particular fields. When a client or company expands their recognition from publicity placements and in turn builds up their Publicity Portfolio, the following events take place:

- 1) The company is positioned as an industry expert and leader.
- 2) A third party testimonial from the media strongly supports increased sales.
- 3) After the publicity has "landed," the Publicity Portfolio can be used to maximize all sales and marketing efforts in the following areas:

Press kits, direct mail, trade shows, framed articles, radio play of all TV/Radio news clips, newsletters, email newsletters, brochures, sales proposals, grants, bank loans, annual reports, video news conferencing, lobby efforts, candidates, hiring, sponsorship and fundraising.



Lisa Lapidés Sawicki
After over 20 years of servicing her clients to the media, Lisa Lapidés Sawicki received an award of Honor and Excellence in the field of Publicity by the Oakland County Commissioners.

How you will benefit:

- Increase profitability, establish a strong corporate image, increase public exposure and awareness of your products or services, create your publicity campaign, create value for current/potential clients and investors and elevate your company from your competition.

**Lapides
PUBLICITY
Giragosian**

Tel: 248-399-8200
Fax: 248-399-8277