

**Julia-Isabel Davenport, MBA, PMP**

**Helps You**

**Maximize Your Publicity™**

Recognized as an authority on publicity, Julia-Isabel has seventeen years of experience in helping businesses and non-profit associations effectively tell their story to the media. As the owner of Maximize Your Publicity, LLC, Julia-Isabel provides basic building blocks to your publicity success.

Hire Julia-Isabel today to help you Maximize Your Publicity! Attendees learn valuable skills to help their businesses grow and succeed.



**Julia-Isabel D.  
Davenport, MBA, PMP**

**Keynotes ★ Roundtables ★ Seminars ★ Workshops**

## ***How to Maximize Your Publicity™ - Workshop***

Julia-Isabel equips the audience with basic building blocks of publicity success. Attendees learn to think like a reporter to discover newsworthy angles. Next, the basic release structure is evaluated with participants practicing their skills. The conclusion is revealing secrets of how to plan publicity for a year and how to create a media list.

By using **free** publicity, you can increase your visibility and credibility to **grow** and **sustain** your business.

### **For people who:**

- ★ Own or work in a small business
- ★ Belong to a non-profit association
- ★ Serve in leadership capacity for a non-profit
- ★ Volunteer their time

### **Attendees learn:**

- ★ Eleven newsworthy angles usable for most businesses or organizations
- ★ How to write a press release
- ★ How to plan your publicity for a year
- ★ How to create a media list

**Maximize Your Publicity, LLC**

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**[www.MaximizeYourPublicity.com](http://www.MaximizeYourPublicity.com) [www.Julia-Isabel.com](http://www.Julia-Isabel.com)**



## Additional Topics Include:

### *Creating a Blueprint for Success™*

- ★ The value of expressing and focusing on your goals to create a balanced life
- ★ How to create a Blueprint for Success™ for your business and your life

### *Entrepreneur Survival Skills™*

- ★ Finding and keeping your focus
- ★ Branding basics
- ★ How to maximize your publicity

### *Utilizing Project Management Skills in Community Outreach*

- ★ An overview of Project Management
- ★ Fundamentals of strategic community outreach

### *Strategic Corporate Social Responsibility Plans—How to Create and Implement Them*

- ★ Key concepts of corporate social responsibility
- ★ Identifying the strategy in your CSR plan
- ★ How to start local then go global

## Reasons to Hire Julia-Isabel:

- ★ Participants leave with practical skills they can implement immediately
- ★ Julia-Isabel's training is practical and substantive
- ★ Attendees are inspired and motivated
- ★ She shares secrets of 17 years of PR experience

**Julia-Isabel is a certified Project Management Professional. She is a member of the Project Management Institute, Meeting Professionals International, National Speakers Association and Christian Meetings & Conventions Association.**



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