



Leave it to Lisa: Weddings and Special Events Presentation Agenda
Presented by Fusion Public Relations Group
Gabrielle Avitabile, Caitlyn Camacho, Caitlin Davis, Courtney Payne and Ana Pereira

Introduction and Goals-Caitlyn Camacho

Fusion PR's Mission

- Client History- Caitlyn Camacho
- The Problem and How PR Can Help- Gabrielle Avitabile
- Formative Research- Courtney Payne and Ana Pereira
- Audience Segmentation- Gabrielle Avitabile
- Channel and Media Selection-Caitlin Davis

Overview of PR Plan Objectives

- Objective One- Gabrielle Avitabile and Ana Pereira
- Objective Two- Courtney Payne
- Objective Three- Caitlin Davis
- Evaluative Research-Caitlyn Camacho

Questions and Comments?

Closing