

## Laura Petherbridge: Publicity and Promotion

Thank you for hosting an event with Laura Petherbridge.

Laura speaks on a **variety of topics** and to numerous audiences (singles, divorce recovery, stepmoms, divorce prevention, women) and the logistics for each event varies significantly. Therefore, it's not possible for Laura to create and provide a flyer or brochure for each topic or event(s). Some churches target one audience, others desire to reach several.

Laura **does provide** everything you need to create advertisement and a press release which can be tailored for your event(s).

- **BIO:** Use as little or as much of Laura's bio as you desire. **She requires** that you include her **web site and title** "international author and speaker." Portions of her bio draw one audience, while other accomplishments attract others. For example, an event for singles or divorced, would want to include her published book on that subject. An event on divorce prevention could share that she has spoken at the Billy Graham training center or her appearance on Family Life Today with Dennis Rainey. Laura can help you discern which portions to include or exclude for your audience.
- **Workshop description:** Please **do not change or alter** Laura's workshop descriptions. She has worked with a marketing expert to provide wording which fully explains the event and attracts an audience.
- **Photo-** Laura will provide a professional jpg photo in a **format for duplication**. A white background is often necessary for web sites. She also has a turquoise background if preferred.
- **Graphics-** Laura can provide a jpg of her book cover for events which are geared towards divorce recovery or single again life. The church may design other graphic arts if they desire. Laura would **prefer to preview** the art before duplication if possible. Graphic art must be created in various sizes to be used in differing formats such as brochure, flyer, and wall poster. It is extremely costly to create a design which works in several formats. **Most churches use her photo, workshop and bio to create something informative and professional.** Please do not feel it necessary to spend time or money on elaborate designs.

These tools plus the details for your event create an excellent and informative press release or promotional material. In your promotion **be certain to include:**

- Cost, time, location-(increase at the door price insures prior registration)
- Web site for directions
- Contact information-e-mail and phone
- How to register-the easier the process the more will attend
- Childcare information-provided or not/cost
- "Tickets are non-refundable but may be transferred to another individual."

Thank you again for your willingness to host an event and to minister and serve others.  
Laura

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