

Please join us for the second event in the

*Telling Your Story Series*\*

## Find and Cultivate Your Voice: Creating Your Biography

with

**Lizzy Shaw**

PR Consultant and Founder of Lizzy Shaw Public Relations

DATE: Wednesday, November 3, 2010

TIME: Noon to 1:00 p.m.

PLACE: Doheny Memorial Library (DML 233)

COST: Free. Please feel welcome to bring your lunch.

RSVP: Donna Buchanan at [DBuchanan@fms.usc.edu](mailto:DBuchanan@fms.usc.edu)



LIZZY SHAW is the founder of Lizzy Shaw Public Relations, a PR firm dedicated to providing innovative, effective PR for their clients. They specialize in Fashion, Beauty, Home and Lifestyle and pride themselves on their ability to work with each client based on individual needs. They give the best because their clients are the best.

In addition to traditional PR on a monthly retainer, Lizzy Shaw Public Relations offers PR workshops and flexible consulting services (PR 101 & PR a la Carte), which take place in person or by phone and/or online.

Equipped with the tools from these condensed, information-rich workshops and consulting sessions, clients come away armed with the knowledge that allows them to launch their own PR campaigns and get their new or growing businesses off the ground and into the public eye.

A long career in the entertainment business as a television movie producer and development executive taught Lizzy to be persistent, to stay friendly with the people she met along the way and to be comfortable with a telephone headset glued to her ear 10 hours a day – all valuable training if one is to become a publicist. <http://www.lizzyshawpr.com/>

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\*About the *Tell Your Story* series: Women In Management (WIM) Professional Development is excited to provide a holistic approach to help enhance the communication skills of our members. So whether it is finding one's voice, making a powerful presentation or pitching an idea, this series is designed to assist the WIM professional expand her influence. We look forward to an energetic and exciting year of professional growth!

Future dates and topics:

- January 26, 2011: Transforming PowerPoint Presentations
- February 16, 2011: Writing a Short, Persuasive Request/Proposal
- Wednesday, March 30, 2011: Crafting an Executive Email
- Wednesday, June 1, 2011: Leveraging Linked-in