

PLANNING & PUBLICITY

BY

TRACY TOMCHIK, LLC

Copywriting

Public Relations

Event Management

Marketing Design

Non-Profit Development



P&P BY TT

(215) 219-4803

ppbytt@gmail.com

www.ppbytt.com

P.O. Box 1691

Bensalem, PA 19020

PPbyTT's Well-Balanced Blog @ www.PPbyTT.wordpress.com



- Passionate - Creative - Experienced -

Promoting causes and advancing organizations through relationships and strategic planning.



About Tracy Tomchik

Tracy Tomchik is a seasoned professional communicator and planner with ten years of experience and connections in the Delaware Valley. Tracy's background in event coordination and public relations has equipped her with the tools to enhance *your* branding, messaging and goals.

Planning & Publicity (PPbyTT)

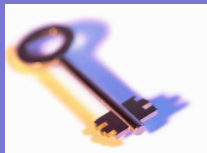
PPbyTT specializes as a resource for event planning and multi-media publicity by servicing organizations that focus on health, green, non-profit, women, community and educational institutions.

PPbyTT promotes and energizes causes through these services:

- Copywriting
- Event Planning/Management
- Marketing /Design
- Media Communications
- Fundraising
- Public Relations
- Grassroots Campaigns
- Social Networking

Campaign Management

PPbyTT can provide a complete campaign by offering above services, working alongside clients to develop the theme and key messages to be incorporated into events and promotional materials.



Clients include Camden City Garden Club, Camden Children's Garden, Drexel University & College of Medicine, ABC Channel 6, CMT Real Estate, Bensalem Township, Fido's Festival USA, Latin American Economic Development Association, Hopeful Solutions, Events Plus, and more projects. Have collaborated with partners and influential leaders, such as the Pennsylvania Horticultural Society, Penn Mutual, Robert Wood Johnson Foundation, Campbell Soup, Vision 2020, Johnson & Johnson Co., and other organizations.



Event Planning

PPbyTT will coordinate *your* event to drive messaging and guest experience in unique, economical, and memorable ways. Tracy background is diverse — planning events in a range of budgets for many diverse organizations.

EVENT PLANNING & PROMOTION: PPbyTT can assist with an event from idea, implementation, to event wrap-up. PPbyTT work with client's idea, messaging and goals, to develop a plan of action, coordinate vendors, guest database setup, oversee process of recording donations, sponsor management and partner communications. PPbyTT's background in Public Relations can also assist clients by crafting invitations, press materials, designing event promotions, utilizing online tools like blogging, social, media and SEO to enhance i-presence, message awareness and guests.

ON-SITE EVENT SUPPORT: Even if PPbyTT is not involved in the pre-event planning, clients can always opt for on-site event support. This includes, but not limited to, anything from event setup, staffing the registration table, greeting, guest flow, quality assurance, support audio visuals, vendor coordination, oversee catering execution, thru guest farewell, event breakdown and event follow-up. As an ISES member, PPbyTT accesses the best resources, vendors and event staff.

EVENT FOUNDATION: For 3 years, the Events Services Office of both Health Sciences Campuses of Drexel University & the College of Medicine., was overseen by Tracy Tomchik. The Office assisted university affiliates in coordinating logistics by interfacing with vendors to coordinate production/staffing schedules, menus, floor plans, audio visual/video-conferencing elements, in addition to Events Office billing/budgets, while providing cutting-edge event planning/implementation services. Also, Tomchik coordinated events at the Camden Children's Garden—from family festivals to fundraisers galas, Tracy spearheads the planning and execution of Garden events (for 5 years total - currently employed as a consultant on retainer). PPbyTT has a foundation in grassroots, community and fundraising events. PPbyTT sponsors and hosts events, such as educational, networking, receptions, boutique, health/wellness workshops, unique fundraisers, and professional affairs. (See resume for additional information and Blog for details on recent projects).



Multi-Media Communications

Public Relations

PPbyTT will cultivate relationships with donors and media through networking, involvement in local PR associations, events, community relations, and developing media materials such as press releases and media advisories. PPbyTT pairs captivating design and poignant writing to ‘cut through the clutter’ and get your voice heard in the region’s TV, newspapers, magazines, and online.

PPbyTT’s *Media Saturation System* utilizes a database of thousands of local/national media contacts to get your news to the appropriate journalists via all communications and social media.

Fostering relationships with the region’s newspapers, blogs, magazines, TV stations and celebrities, Tracy has won her clients partnerships, sponsorships and many coveted media hits with funder recognition and interviews—many of which were national!

Design

PPbyTT utilizes inspiring marketing tactics, paired with dynamic formatting and clear messaging to create stirring imagery that *pulls at the heartstrings* of your audience. PPbyTT *Branding* will expand a client’s cause and vision by developing a complete campaign design to theme everything from promotions, to event décor.

Copywriting

PPbyTT will convey your message through descriptive and compelling language. Written pieces include press materials, donation requests, newsletters, published articles, websites, advertisements, operational documents, grant proposals blogs, interviews, grant documents and other written communications.