

A new publications service

Publications are often the first impression a future client or donor has of your organisation. Whether you are producing annual reports, promotional material, presentation brochures or leaflets, they must ensure immediate and long-term impact. Identifying the target audience, designing eye-catching and relevant material and delivering an appropriate message cannot be left to chance.

In today's competitive world you need documents that:

- Attract and convince your target audience
- Promote a quality image for your organisation
- Are well-designed and coherent with your on-line presence
- Are consistent with the application laws and regulations
- Meet the imposed deadline
- Are accurate and factually correct
- Are cost-effective and affordable

How can you be sure of meeting these criteria when you do not have the time or a dedicated communications department?

Help is on hand, Lesley Lawson Botez offers a unique multi-cultural out-sourcing service tailored to your publication needs, based on:

- Extensive experience in financial, industrial and humanitarian communications.
- Psychology training to ensure that the message makes its mark.
- A creative and multi-talented team.

Lesley Lawson Botez can accompany you on your journey through the print world by:

1. The design and production of your publications from concept to delivery. Working languages are English, French and Spanish.
2. Should you prefer to train or have staff members trained in publications production, she runs specialised training workshops either within your organisation or inter-organisational. The work-shops explore the thinking behind the need for a publication as well as the technical aspects of production. They will enable you and your staff to identify your print needs and to recognise the steps involved in production.



About Lesley Lawson Botez

Lesley Lawson Botez has designed communications campaigns including for industrial corporations: *Du Pont de Nemours*, *Hewlett Packard*, for cosmetic companies: *Cutex*, for watch companies: *Universal* and for *the City of Geneva*. She was director of communications for *Republic National Bank* and responsible for field publications at the *International Committee of the Red Cross* where she trained more than 100 delegates all over the world in publication production.

She holds a Masters in psychology and the CAM Diploma in Public Relations.

To find out more and to set up an appointment, please contact Lesley Lawson Botez on 079 5080284 or by email on lesleylawsonbotez@gmail.com