

Maximize Your Publicity, LLC

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Tucson Hospitality Professionals Unlock LinkedIn's Prospecting Potential

Do you have a LinkedIn account but don't use it to prospect? You are not alone. Professionals in all industries have the obligatory account setup but are not maximizing their free account. Glendale business woman Julia-Isabel Davenport, owner of Maximize Your Publicity, is educating professionals on "Unlock LinkedIn's Prospecting Potential". Participants learn how to create searches for prospecting; identify, join and utilize pertinent groups; use the relationship building tools including utilizing tags for easy communication; and more. She will be sharing these secrets with Visit Tucson at their September 12th meeting at Lodge on the Desert at 8 a.m. Cost is \$20 for Visit Tucson partners and all others are \$25. Call 520-770-2131 to register.

"Visit Tucson does a fabulous job of selling Tucson and southern Arizona as a destination," said Davenport. "Anyone who does business with leisure travelers, meeting planners, amateur sports groups, Mexico shoppers, group/bus tours and film production companies should be a part of Visit Tucson."

Maximize Your Publicity, LLC is an eleven-year old boutique consulting firm offering public relations, social media, project management and event planning services. Davenport teaches businesses and associations prospecting, marketing and PR tools through "Unlock the Power of LinkedIn", "How to Maximize Your Publicity" and "The Social Media Fam Tour". To learn more call (623) 572-8201 or visit www.MaximizeYourPublicity.com.

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