

# JUDI GALLAGHER

## JUDI GALLAGHER & ASSOCIATES

Providing Effective Strategies for the Hospitality Industry

[www.judigallagher.com](http://www.judigallagher.com) (941) 780-2898

*"The Art of the Schmooze!"*

**Did you know** that most restaurant and hotel owners ignore more than a half a million dollars of free press every year?

**Did you know** it only takes one visit by a reporter to generate a buzz about your hotel or restaurant?

**Did you know** that one positive media article is worth five times what you would pay in advertising?



All it takes to bring your chefs, hotels, cuisine and exceptional atmosphere to the much sought-after “media table” is one phone call... and **Judi Gallagher** can show you how in, *The Art of the Schmooze!*

Judi Gallagher ♦ [www.judigallagher.com](http://www.judigallagher.com) ♦ (941) 780-2898

# JUDI GALLAGHER

## JUDI GALLAGHER & ASSOCIATES

Providing Effective Strategies for the Hospitality Industry  
[www.judigallagher.com](http://www.judigallagher.com) (941) 780-2898

This is not another PR lecture on the do's and don'ts of media relations. This is an inside look at exactly what newspapers, editors, reporters and critics are looking for, and you're hearing it first hand from someone who has walked the walk, and lived to tell about it.

Judi Gallagher takes a unique approach to media training, because she's not another PR exec, she's one of you! With more than 25 years of experience as a professional chef, Judi's done it all, and then some, including:



- 7 years of on-air television experience
- Regular chef on ABC 7 News
- Host of 3 TV shows
- Radio show host
- Respected Food & Wine editor for several publications
- Former restaurant owner
- Former owner, "Just Desserts"
- Cookbook Author

# JUDI GALLAGHER

## JUDI GALLAGHER & ASSOCIATES

Providing Effective Strategies for the Hospitality Industry

[www.judigallagher.com](http://www.judigallagher.com) (941) 780-2898

Judi has seen it all in her more than 25 years as a professional Chef, speaker, motivator and all around foodie extraordinaire! Judi represents such world-renowned restaurants as Roy's Hawaiian Fusion Cuisine, Fleming's Prime Steakhouse and Wine Bar, Beach Bistro, Bonefish Grill, Carrabbas Italian Market, and many more. Judi has single handedly transformed these fine establishments from just another restaurant competing for attention, to the most talked-about, written about, & buzzed-about eateries in town.

The culinary talents of your Chefs or the accommodating nature of your hotel managers are certainly unparalleled, but let's be honest, you didn't hire them for their media savvy! Most people have little knowledge of how to showcase their talents for the media. In Judi's "*The Art of the Schmooze*", she shows you how to take your establishment from back-page ad to front-page headline with such topics as:

- How to pitch a story
  - How to maximize media exposure
  - Wine & dine the media
  - The key to editorial glam
  - Turning editorials into profit
  - Communicating a message effectively
  - One-on-one TV interview
- Role-playing



Judi Gallagher ♦ [www.judigallagher.com](http://www.judigallagher.com) ♦ (941) 780-2898



**JUDI  
GALLAGHER**

**JUDI GALLAGHER  
&  
ASSOCIATES**

Providing Effective Strategies for the Hospitality Industry  
[www.judigallagher.com](http://www.judigallagher.com)  
(941) 780-2898