

Our **C**oncept is Success



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PUBLIC RELATIONS

MARKETING

CONSULTING

• THE CONCEPT IS SUCCESS

Boston Concepts is a full-service agency specializing in marketing, public relations and consulting. We offer the best in business development, event planning, media relations, promotions and public relations. Boston Concepts offers a wealth of experience with non-profits, small businesses, corporations, film, radio, and publishing. Our team is comprised of professionals in all areas of marketing and event planning. Our philosophy is simple. We work cooperatively, honestly and efficiently to ensure that our client is comfortable with our approach and happy with the results!

• LISA CAPOGRECO

Founder & President

A graduate of Emerson College with a degree in Communications, Lisa specializes in public relations, advertising, promotions, special event planning and market research. As a result of her experience in political campaigns, non-profit organizations, entertainment and special events she has cultivated her extensive list of contacts. Always loyal to her heritage and community, Lisa was one of the original founders of Italia Unita, a successful non-profit organization dedicated to the preservation of Italian culture and serves on its board as the event coordinator.



Lisa Capogreco's Professional Experience

- **Executive Director**, *East Boston Chamber of Commerce, East Boston, MA*
- **Assistant to Film Director, Location Manager**, *"Ciao America", filmed in Italy and Boston, MA*
- **Events Director**, *Chris Gabrieli for Lt. Governor, Boston, MA*
- **District Field Coordinator**, *Shannon O'Brien for Governor, Boston, MA*
- **Founder & Event Coordinator**, *"Italia Unita, Inc.", a non-profit organization, East Boston, MA*
- **Marketing & Event Planner**,
 - *"The North End" film premiere*
 - *Strictly Sinatra Night fundraiser*
 - *A Night at the Oscar's party*
 - *Italia Unita's Annual Italian Festival*



• **WHAT WE DO**

- Turn your ideas into successes
- Identify target audiences to promote your business or event successfully
- Develop innovative opportunities to market your business, products or events
- Create a "buzz" to generate awareness and demand
- Network – bringing together the best talent and resources to achieve positive results



• **TALENT & RESOURCES**

Advertising Services

- Graphic Design
- Website Development
- Copy Writing

Event Planning

- Entertainment & Venue Booking
- Event Management

Promotions

- Product Launches
- Grand Openings
- Awareness & Traffic Building

Public Relations

- Media Contact & Advocate
- Publicity
- Community Relations



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• TESTIMONIALS

"Her unique combination of enthusiasm and professionalism always makes for an outstanding event that translates into business success."

• **Jerry McKenna**
Program Director, WQSX Star 93.7 FM

"Lisa is enthusiastic and energetic in everything she is involved with. Whether it's a political campaign, community affair or promotional event, she gives 100%."

• **Michael F. Flaherty**
Boston City Council President

"I felt very privileged to have Lisa on my team. The challenges we faced became hers as well and she contributed fully to our successes. Lisa is passionate, dedicated, loyal, resourceful and totally reliable in any imaginable situation."

• **Frank Ciota**
Filmmaker, Mavex Productions

"Lisa is a terrific person who throws herself passionately into things which she cares about and believes and always builds community wherever she goes."

• **Chris Gabrieli**
Chairman, Mass 2020

"Having worked with Lisa Capogreco over the past few years, in a number of events, I can honestly say she is dynamic and efficient in every aspect of promotion, organization, and execution with regard to any details. This is a young woman I greatly admire who has truly found her niche as an extraordinary talented individual in the world of promotion and public relations."

• **Ron Della Chiesa**
WGBH, Boston and WPLM, Plymouth



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