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Experts to Present on PR and Branding at Dutchess Tourism Event

2/19/15

Filomena Fanelli, CEO and founder of **Impact PR & Communications, Ltd.** (www.prwithimpact.com (<http://www.zimmerbrothers.com/>)), and Katy Dwyer, president of Katy Dwyer Design (www.katydwyerdesign.com (<http://www.zimmerbrothers.com/>)), will team up as guest presenters at the first session of Dutchess Tourism's 2015 "Lunch & Learn Series." Interested parties are invited to bring their own lunch to this information-packed seminar, which is free to all and geared toward tourism-related businesses. The event will be held on Wednesday, March 18th from 12:00 to 1:30 p.m. at the Hyatt House, 100 Westage Business Center Drive, in Fishkill, NY. Advance registration is required; please email lydia@dutchesstourism.com or call 845.463.5447 to reserve a spot.

Deputy Director of Dutchess Tourism, Inc. Lydia Higginson is eagerly looking forward to the presentations. "We're delighted to have Filomena, a noted public relations professional, and Katy, a branding expert, share their wealth of knowledge with our tourism partners," says Higginson, who notes that tourism generated \$481 million dollars in spending in Dutchess County during 2013 alone.

Fanelli will present on "News You Can Use: Proven PR Tips to Gain Visibility," while Dwyer will offer attendees an overview on "Branding 101: Why You Need It, and How to Do It Right." "I look forward to sharing easy-to-implement public relations strategies that businesses -- particularly historic sites, attractions, culinary destinations and those in lodging and hospitality -- can leverage to get front-of-face with their target audiences," says Fanelli. "Plus, attendees will benefit from Katy's extensive knowledge on how to use branding to build business and gain market share."

Dwyer notes, "Our two sessions complement one another and will help businesses, whether start-ups or established, to effectively market themselves in today's competitive environment."

To learn more about additional "Lunch & Learn" presentations being held this spring, visit www.dutchesstourism.com (<http://www.zimmerbrothers.com/>).

About Impact PR & Communications, Ltd.

Impact PR & Communications, Ltd. is a comprehensive public relations and communications firm based in the Hudson Valley, New York. Founded in 2014, the company offers media relations, copy writing, social media content and speaker's bureau services to clients of all sizes in and around Dutchess County, New York, including the Arlington Business Improvement District, Gold's Gym Dutchess County and Zimmer Brothers Jewelers, among others, all with a results-driven approach. For more information on Impact, visit www.prwithimpact.com (<http://www.zimmerbrothers.com/>), call 845.462.4979 or follow the firm on LinkedIn and Facebook.

About Katy Dwyer Design

Headquartered in the Hudson Valley, Katy Dwyer Design is a six-year-old full-service graphic design marketing and branding firm specializing in assisting small, independently-owned businesses and start-ups. The company helps clients establish, develop and enforce their brands through innovative logo development, identity design, brochures, websites, trade show graphics and advertisements. To learn more, visit www.katydwyerdesign.com (<http://www.zimmerbrothers.com/>), call 845.901.9047 or follow Katy Dwyer Design on Facebook.

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