

“Joy, your energy is incredible. Thank you for everything!”

— Forest Whitaker, Oscar®-winning actor/director

& Keisha Whitaker, model/entrepreneur



DO IT IN PUBLIC

with Joy DONNELL

“Your AFTRA seminar was amazing! I see my career and my publicity in a whole new light. Thank you for introducing me to a new world of possibilities.”

— Jordan Swain, actor/model/speaker

THE ART OF SUCCESSFUL SELF-PUBLICITY. MAKE YOUR BRAND A SUPERSTAR. OWN YOUR POWER.

The 21st Century is the most interconnected generation in history yet, most people are getting lost in the shuffle.

In Hollywood, publicity campaigns don't have time to fail. Celebrity publicity consultant Joy Donnell knows this all too well.

Most entrepreneurs, small business owners, and creatives are on budgets. However, lack of funds shouldn't mean lack of PR. This is why she created Do It In Public, a series of seminars and workshops that help self-promoters stand out from the competition.

Anyone anywhere can make a dent in the noise, create a superstar brand, connect to Hollywood publicity opportunities and successfully self-promote. Let Joy show you how to achieve this with dignified style and do it in public.

"Thank you for recognizing that we are human beings who need to know how to own the power of our voices." — Paul Tilford, SAG/AFTRA member

Joy Donnell has spoken to several organizations, professional unions, and professional groups including:

Screen Actors Guild/American Federation of Television
& Radio Artists
[SAG/AFTRA]
SCORE
PR Congress
KRISTINE OLLER'S MASTER CLASS
PVIFF

Some of Joy's popular speaking topics include:

ALMOST FAMOUS?

Hollywood, promotion, and what everyone needs to know. Covers how to utilize the entertainment industry and it's promotional

opportunities to extend your image. Specialized versions of this topic are available upon request and include:

- + Almost Famous? For Actors
- + Almost Famous? For Directors

B2B = BUSINESSOWNER TO BRAND AMBASSADOR

Transform Your Popularity Into Publicity

Most business owners know they are their company's best spokesperson. Yet, few realize they can also promote other brands. Being a brand ambassador can put actual money in your pocket or provide you added publicity that's as good as gold.

Joy breaks down:

- + the different types of ambassadorships
- + how to make yourself attractive for such an endeavor
- + how to approach the brands you want to pursue for a relationship.

SOCIAL (MEDIA) BUTTERFLY

Delve into 21st century self-promotion 2.0 with all it's technological advances such as text messages, email, and social networks. Best practices, tips, and mistakes to avoid are detailed. Exercises on online brand recognition will be utilized.



Joy Donnell stays focused on the legacy, not the currency.

Her background encompasses luxury and entertainment public relations, brand sponsorships, content strategy and brand maintenance. Donnell is currently COO and Luxury Director for Parajin Media Corp where she curates messaging and luxury content for [Vanichi Magazine](#), Vanichi Style and

Vanichi Now. She also serves as an Advisor for [The Geekie Awards](#), [Creative Visions Foundation](#) and [Charles and Company](#) luxury tea.

Donnell has handled PR and branding for several publicly-traded/private luxury and entertainment brands such as Campaign for Wool initiated by HRH The Prince of Wales, Daimler Chrysler Mercedes Maybach and Warner Bros's Oscar-nominated film Blood Diamond. She has also connected brands to myriad celebrities including Samuel L Jackson, Calista Flockhart, and Patti LaBelle.

Find Joy online at her personal site [Do It In Public](#).

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