



A Marketing Faceted Approach to Web and Print Design

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FOR IMMEDIATE RELEASE

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Event Designs Enhance Upcoming Conference for Public Transportation Agencies

Apex, N.C. – Conferences and Business Expos are popular events and require special visibility to gain exposure and attendance. The Public Transportation Association based in Raleigh, NC selected CreatiVisibility — a graphic design and Web site development firm in Apex, NC — to boost this year's Public Transportation Conference and Expo, taking place over the next few days in Wilmington, NC.

Sponsors for these types of events are given positive exposure when the materials are creative and professionally produced. This is more appealing for potential sponsorships. This year, the conference event has a specialized conference Web site that gives additional exposure to sponsors and the event itself online. "I believe it is important to make a conference look like it will be fun to attend," said Lisa Gullette, owner of CreatiVisibility, "An image to enhance the theme will create an identity for this year's conference and expo that will stand out from previous or similar conferences." This illustrates CreatiVisibility's marketing-faceted approach to print and Web site design.

The theme for this conference, held at the Hilton Wilmington Riverside, is "Pooling Our Ideas" to convey that everyone is included in the goal of seeking new ways to provide services to the public. Everyone attending will share their experiences with fellow attendees.

Event materials which the North Carolina Public Transportation Association contracted to have designed include: event logo image, "save the date" postcard, Web site, program registration, event program, and image to be used on promotional items. The event Web site includes online registration, a convenient feature not offered to attendees prior to this year. "I think the Web site will be a nice addition to the conference," said Amber Wagner, Interim Executive Director of the NC Public Transportation Association.

The event includes an NCDOT Public Transportation Division "Rodeo" event scheduled June 1-3, followed by the NC Public Transportation Association's conference and trade expo June 4-6 with exciting speakers, exhibitors, and information sessions combined with time to network and enjoy the Hilton Riverside amenities and a special dinner just for attendees onboard the USS North Carolina Battleship Memorial's fantail. For more information about the conference visit: www.nctransit.org/07conference.

About CreatiVisibility

Lisa Gullette, owner of CreatiVisibility and graphic designer in print and Web design, assists small businesses to market themselves without having to go full scale with a large expense. Her business offers itself as a design service that provides an overall marketing approach.

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards. CreatiVisibility is a small business in Wake County North Carolina, focused on serving small and medium sized businesses. For more information about CreatiVisibility, please visit www.CreatiVisibility.com.

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