



Terri Lee Butler
Com 495/455
July 27, 2013

CLIENT PROJECT SUMMARY REPORT

I. Event Description:

On the behalf of client Denise Fix, WECAM planned and booked an event at Maddy's (1639 Broadway, Saugus) on June 22, 2013 titled, "*MASTER PSYCHIC DENISE FIX & MARK LEGERE'S NEW ENGLAND PARANORMAL INVESTIGATION SHOW*".

This show held from 4-7pm was a fundraising event with all the proceeds from the raffles donated to Operation Troop Support, which provides monthly care packages to those serving in our military. Tickets for the show were \$45 and included all you can eat Chinese food buffet from Kowloons, of Saugus, MA.

II. WECAM's Supporting Promotional Actions:

To help promote client Denise Fix, and the June 22, 2013 show, WECAM planned and managed the following:

- a. Design of Denise Fix's new logo and business cards
- b. Paypal Account Set-Up (<http://www.denisefix.net/Events.html>)
- c. Updated Client Bio
- d. Updated Client Media Kit with event News Release
- e. Creation and management of facebook event page
- e. Media List for Traditional Media
- f. Creation of new email address for client (denisefixpsychic@aol.com)
- g. Created poster for the event, distributed among businesses and community.



III. Project Outcomes and Results :

Fifty tickets were sold for the June 22, 2013 event and between 60-75 people attended (including volunteers and family members.) Operation Troop Support received over \$300 in proceeds from the raffles sold at the event.

As a result of the news release sent by WECAM, The Saugus Advertiser did advertise the event in its weekly newspaper on June 20, 2013. However, the North Shore Sunday did not respond to emails sent, nor did it post in their paper.

As a result of PSA made by WECAM, Salem State University radio station, WMWM did advertise the show during the week of the event. In addition, Dale Lepage confirmed that he would announce it during his Boston radio show on June 20, 2013.

John Chang, manager of Maddy's was so happy with the June 22, 2013 show that he did agree (as suggested by WECAM) to set up a meeting with Kowloons Restaurant (owner of Maddy's) in order to book a show at the restaurant. This meeting was successful and client Denise Fix was booked for a show at Kowloons on August 24, 2013.

IV. WECAM's Future Recommendations:

WECAM is pleased with the overall results of the event created for client, Denise Fix. WECAM hopes to continue to work with the client for future shows and fundraising events. During meetings, the possibility of booking cruise ships shows was discussed and hopefully will occur. Also, WECAM was happy to work with Mark Legere and his paranormal team, as well as Dick Moody, founder of Operation Troop Support. Dick Moody, did contact after the show and publicly thanked WECAM for its involvement. Also, John Chang, manager of Maddy's whom WECAM has worked with many times previously, expressed his gratitude to WECAM and openness for future bookings.

