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THE ART AND CREATIVITY OF BUSINESS

The incorporation of Creativity and Artistic Expression in Business Strategy are the marks of Success for Dallas based firm.

DALLAS (November – 2006) – In our society where consumers are constantly being bombarded with marketing tactics and advertising images, Creativity has become the name of the game. Marketing and PR companies must be able to design and implement creative strategies that can stand above the rest when it comes to reaching consumers. One recent example of such Creativity and Artistic Expression put into action was the Grand Opening Event for Hotel Palomar- Dallas’ newest premier hotel and residence complex. Event Producer, Elizabeth Bashara of Bashara Concepts and Kellie McCrory, of McCrory and Associates (Public Relations agency to the Dallas Hotel) joined forces for the second time (their first was the Inaugural Ball of President George W. Bush in 2001) to produce the highly anticipated grand opening event premiering to over 800 of Dallas’ most influential socialites and decision makers, creating a continuous positive buzz throughout the Dallas community and beyond. Their first

“The Palomar’s opening tonight just plain rules,” said Candy Evans Senior Editor of D Home “better organized, more space, better entertainment, than any hotel opening thus far in Dallas.” Fashion Flash writer, Jordan Traxler stated, “The Palomar Hotel on Mockingbird had its grand opening on Thursday night...and it was one of the most extravagant parties I’ve attended this year.” For anyone well accustomed to the Dallas social scene, comments such as these don’t come lightly and have tremendous impact resulting in increase revenue.

Elizabeth Bashara, Founder of Bashara Concepts, has always had a passion for the Arts and a respect for the power and impact of creativity and incorporates this passion into uniquely designed artistic events and marketing strategies. If part of Business is getting your clients noticed, and getting your clients noticed often requires Creativity to position them above the crowd; then the Art of Successful Business often depends on one’s capability for such Original and Creative thought. To this end, Elizabeth Bashara continues to make an impact in the Art of

Creativity and the ability to translate that creativity into successful Event, PR, Marketing and Strategic Development strategies for their clients.

After forming her company in NYC and having spent 10 years working on such projects as Broadway Openings, Televised Broadway Award Shows, Million Dollar Fundraisers and The NYC Marathon, she has relocated her headquarters to Dallas and brings with her the philosophy that with all her clients creativity, attention to detail, follow through and a high standard for and inclusion of artistic mediums when it relates to events and marketing strategy, will continue to allow her to set the pace in her industry. This couldn't have been more evident as with The Palomar Hotel Dallas' Grand Opening and the way in which she depicted the Hotel's theme and the many facets of Art from "Art in Motion" theme. The utilization of local Dallas dance groups, fashion houses, a sultry Parisian haute couture jazz singer, the vertical dance troupe Bandaloop (who has previously performed from The Seattle Space Needle) performing a spell bounding dance performance while hanging from the side of the hotel, to the choreographing of a 30 foot fabric aerialist act over a Porsche 911 in the Art of Design area was a tasteful expression of the "Art in Motion" theme and was a delight for the eyes.

Bashara loves to think big and out of the box. I try to live by the motto, "Dream the dreams and imagine the possibilities and have the initiative to make them happen." When clients see that we can not only develop unique strategies for them that will set them apart from their competition, but that we have the unique in-house Public Relations capabilities to take it one step further and market that uniqueness in creative ways into the local and national media, that is when our clients start seeing our unique value and what sets us apart from the average event, PR and marketing firm. We make sure our event strategies don't just make sense for the short term of the event, but that they translate into long term capability for revenue enhancement and media attention."

For more information, please feel free to contact the Media Contact above or visit www.BasharaConcepts.com.