



What can Lisa Boalt Richardson offer your company?



Whether you are an **event organizer** looking for culturally relevant topics that draw quality audiences, or an **owner** of a tea-related business outlet like tea rooms and tea distributors, Lisa Boalt Richardson can give you:

- Creative & Entertaining Ideas
- Education about Specialty Teas
- Enthusiasm
- RESULTS

Marketing and Public Relations

Have you just opened a tea business or want to increase sluggish sales and customer awareness in your established tea business? With an expertise in marketing, hospitality, and tea, we understand what it takes to draw in new customers, bring back in the old ones, and increase your bottom line. Our proven, easy to execute marketing ideas and public relations efforts are just what you need.



Hotel Tea and Staff Training

Tea's popularity is soaring and the demographics of the tea drinker are changing. As the tea consumer becomes savvier, have you kept current on tea and tea trends? Learn what teas are hot sellers, stylish menu options, and appealing tea and food pairings. We can customize a program to update your tea service and train your staff with the most current information on tea and proper etiquette.