



## Liz Parker of LIZPR

After years of slaving away at the piano downstairs and reading all the fashion and celeb gossip mags, Liz Parker of LIZPR figured a fun way to make a living is to assist classical musicians with their style, from photo shoots to what is worn onstage. Liz keenly observes fashion trends and how entertainment news stories play out in the media. Awards Season (Golden Globes, the Academy Award, etc.) is the Fashion playoffs. Liz worked in PR with the Vancouver and Toronto Symphonies and at Roy Thomson & Massey Hall, and was the Digital Content Manager for The New Classical FM in Toronto. She regularly gives lectures to musicians at the start of their careers about photos, website content, and social media.

Liz earned several music degrees and a diploma in broadcasting. Lockdown was spent experimenting with Asian fusion cooking. Her cat, Momo, is named after the Tibetan dumpling.

[www.lizpr.com](http://www.lizpr.com)

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### Webinar

As young musicians in training, you've spent a lot of time focussing on your sound, which makes perfect sense. Liz Parker, of LIZPR, will talk to you about the \*optics\* - what people see. We're talking about your website and its content: bios, photos, videos, etc. We'll also get into your social media presence, and how you conduct yourself in business communication, be it emails, texts, video chat, and verbal conversation. We'll even get into your wardrobe, and how you present yourself on stage - that's part of your branding, too. Got questions? Write them down - there will be a Q+A afterwards, to go over any queries you may have. Don't worry about seeming "shallow" - how you present yourself is all part of becoming a well-rounded musician. It's all good!