

March 12,
2010

PRESS RELEASE ABOUT SANDY DUMONT, THE IMAGE ARCHITECT

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FOR IMMEDIATE RELEASE

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Norfolk, Virginia

**Sandy Dumont to speak at prestigious
Ninth Annual Eurasian Media Forum
Held in Kazakhstan, April 27 and 28**

Sandy Dumont, The Image Architect, has been invited to speak at the closing session of the Eurasian Media Forum in Almaty, Kazakhstan, taking place on April 27 and 28, 2010. She will talk about the use of image and celebrity in politics.

The country's president, Nursultan Nazarbayev, will present the welcome address at the opening ceremony of the conference. It is significant that the oil-rich country is also the 2010 chair of the OSCE (Organization for Security and Cooperation in Europe).

Other speakers include Secretary General of the OSCE; William Courtney, former US Ambassador to Kazakhstan; Lord Fraser of Carmyllie, British MP; Konstantin Zatulia, Member of Russian Duma; Sergey Lavrov, Minister of Foreign Affairs of Russia; David Merkel, National Security Council of White House; Ata'ollah Mohajerani, former VP and Minister of Culture, Iran; Senator Robert Wexler; plus bureau chiefs of major TV and newspaper media..

Sandy Dumont, a.k.a. The Image Architect, is an international leader in the field of corporate and political image throughout the world. She teaches CEOs and notables how to dress for success and best present themselves in a critical setting.

A sought-after lecturer, coach and author, Dumont is also a member of the National Speakers Association and past president of its SE Virginia chapter; she is president of the National Association of Women Business Owners, SE Virginia Chapter; and founder and Managing Director of the Impression Strategies Institute. Visit www.theimagearchitect.com for more information about Miss Dumont.

NOTE: Sandy Dumont will be in the Netherlands and Belgium from March 18 – 28, 2010. To arrange an interview and for details about her schedule contact: Stephanie Lewis (info at top) before March 17. After that date, contact Miss Dumont on her mobile telephone at 001.757.621.9555.

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