



**WENDY GREENHALF** colour designer  
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To whom it may concern

Prior to creating my own design business, Colour Style Design, I was the Manager for Trade Events at Tourism Australia from 2008 to 2012. Whilst at Tourism Australia I engaged the services of Deanna Varga Marketing and Revenue Generation in 2012 for two separate projects related to Australia's largest international trade show of its kind - the Australian Tourism Exchange (ATE).

The first project involved editing of content supplied by buyers and sellers of the tourism leisure industry. It required extensive knowledge of the leisure sector, the key stakeholders, the objectives of the trade show and the expected outcomes for all stakeholders. The second key project involved researching and reviewing current event processes in order to drive change and improvements for future year's events.

Deanna had all of these attributes as well as first hand experience of the trade show and industry. She also delivered to the tight deadlines and accuracy required of the project.

Sincerely

A handwritten signature in black ink that reads 'Wendy Greenhalf'.

**Wendy Greenhalf**  
*(Formerly Manager Trade Events, Tourism Australia)*