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To whom it may concern

I have worked with Deanna Varga from Marketing and Revenue Generation for a number of years in a variety of capacities. Most recently, Deanna has consulted for me in two separate organisations on quite different projects.

I first engaged Deanna in 2011 in my role as General Manager Strategy & Marketing for the Royal Agricultural Society of NSW. The second project was earlier this year as CEO of Melbourne Convention Bureau.

Both projects required a big picture approach with strategic thinking, an understanding of tourism and business events and the ability to deal with external and internal stakeholders at senior levels. Most importantly, the ability to assess the internal challenges and opportunities related to the scope were key to success. This is where Deanna stands out: her experience in the tourism and business events sectors and an ability to critically evaluate a situation and assess commercial viability is a definite asset she brings to the table.

Integral to the project for Melbourne Convention Bureau was engagement with external stakeholders. Deanna's knowledge of this sector and the challenges we face were an advantage in being able to move quickly on this project. Her reputation, understanding of our brand and ability to represent our interests was exemplary. Deanna needs little supervision once the project is briefed in and stretches the boundaries to test creative applications that may benefit business outcomes.

Deanna is a consultant that delivers above expectations and will provide straightforward results that can be easily understood, adopted or assessed by internal stakeholders.

I highly recommend Deanna and look forward to working with her again in the future.

Kind Regards

A handwritten signature in black ink, appearing to read "KBolinger", with a long horizontal flourish extending to the right.

Karen Bolinger
Chief Executive Officer