

Recommendations for Deanna Varga

Deanna Varga – consultant

“Deanna worked with the Gallery on developing the tourism strategy for our major Picasso exhibition - the largest exhibition of his works to come to Australia; and on a longer term approach to tourism across the Gallery's programs and events. Deanna provided sound strategic advice and milestones working with the Gallery's marketing team and using her deep knowledge of the tourism industry.” *October 9, 2012, [Kirsten Downie](#), Director, Marketing, Development and Memberships at The Art Gallery of NSW hired Deanna as a Tourism marketing consultant in 2011*

“I recently employed the services of Deanna Varga for a review and analysis of a sponsorship project. From start to finish I found Deanna to be very professional, thorough and an absolute pleasure to work with. The delivery of the project was beyond expectations and I would not hesitate to put Deanna forward for future projects and work.” *July 19, 2012, [Wendy Greenhalf](#), Industry Events Manager, Tourism Australia hired Deanna as a Business Consultant in 2012*

“As the owner of a small tourism business, I have nothing but praise for Deanna. I engaged Deanna to assist in preparing a submission for a Tourism Product Development Grant. Deanna brought to the table an indepth knowledge of the tourism industry, a great ability to identify new opportunities and avenues, the experience to pull it all together, and the energy to inspire. Her advice and input were definitely instrumental to securing the product development grant for Australian Cycling Holidays. Whether it is for a large organisation or a small home-grown business, I have no hesitation in recommending Deanna's services. And thank you Deanna!” *April 23, 2012, [Emma Tonkin](#), Owner, Australian Cycling Holidays hired Deanna as a Business Consultant in 2012*

“I have recently worked with Deanna in relation to a number of market research projects. Deanna was exceptional in using the key insights from the research as a foundation for developing income growth strategies – specifically in the areas of new products and packaging opportunities.

I found Deanna to be highly professional, extremely competent and a strong communicator. I would have no hesitation in recommending Deanna to any organisation.” *November 29, 2011, [Glenn Hardy](#), Partner, IER worked with Deanna as a Marketing Consultant for Sydney Royal Easter Show in 2011*

Associate Director of Sales & Marketing Sofitel Sydney Wentworth

“Deanna was a joy and privilege to work with. I was based in the LA office for Tourism Australia and Deanna was based in the Sydney head office. Our role was to find niche marketing opportunities to get Australia asked for more for the corporate end user and pitched for more by the travel agents/incentive houses from North America. My role was to work in cohesion with Deanna on a daily basis and this was an easy task. Deanna met each and every deadline set and with minimal guidance.

She was polite, friendly, experienced, effective and committed to succeeding in her role. Nothing was too much trouble and we worked very well together on each project. I believe Deanna can succeed in any role that she undertook.” August 9, 2011 [Skye Baird](#), *Business Events Manager, Tourism Australia* worked with Deanna at Sofitel Sydney Wentworth

“I actively pursued the employment of Deanna Varga as Associate Director Sales and Marketing because of her thorough knowledge of the MICE industry, her strategic thinking and her superior sales and project management skills. I was not disappointed and hope to work with her again in the future.” July 26, 2011 [Jakki Temple Govan](#), *Director Sales and Marketing, Sofitel Sydney Wentworth Hotel* managed Deanna at Sofitel Sydney Wentworth

“Deanna has been a delight to work with: she is driven, creative and results-oriented. We worked together to ensure that the partnership we created between the Art Gallery of NSW and the Sofitel Sydney Wentworth was mutually beneficial and rewarding, with clear measurement systems in place.” July 26, 2011 [Leith Brooke](#), *Head of Business Development, The Art Gallery of NSW* was with another company when working with Deanna at Sofitel Sydney Wentworth

“Having met Deanna through her work at Business Events Sydney I was excited when the opportunity came up to work with her at the Swiss-Grand Resort & Spa. Deanna is a great leader and mentor and always willing to pass on her knowledge and experiences within the industry. I would definitely work with her again if the opportunity arose.” July 25, 2011 [Belinda Harvy](#), *Business Development Manager, Swiss-Grand Resort & Spa Managed by Accor* reported to Deanna at Sofitel Sydney Wentworth

“Deanna is a professional who knows sales and marketing, the events, conference and hospitality industry and is versed in tourism; she doesn't cut corners, creates really strong client relationships and gives value to her employer, employees and clients. She is an asset.” July 25, 2011 **Top qualities:** Expert, High Integrity, Creative [Meg Fisher](#), hired Deanna as a Venue hospitality in 2010, and hired Deanna more than once

“I am pleased to have the opportunity to recommend Deanna. I have worked with Deanna since her association with the Accor group of Hotels, first at Swiss Grand Bondi and more recently at Sofitel Sydney Wentworth. Deanna has been a joy to work with, a true professional with a brilliant approach to her role. Deanna has co-ordinated famils and incentives for my sales teams, events for our members, and had the ability to come up with fresh new ideas. Deanna and I have enjoyed a fantastic working relationship and I would be happy to recommend her for any future roles.” July 22, 2011 [Judi Brookes-Plowman](#), *Director of Marketing and Member Services, ACCOR Advantage Plus* worked with Deanna at Sofitel Sydney Wentworth

“I first met Deanna during her employment at Business Events Sydney (formerly Sydney Convention and Visitors Bureau), and immediately grew an admiration for her strong work ethic, communication skills, and industry relationship skills.

I continue to work closely with Deanna as she is a representative of Accor Hotels, who are a significant partner of Business Events Sydney. I was most impressed with Deanna when she

drastically increased the conversion rate for Swiss Grand Bondi with the AccessNSW leads. It was her ability to communicate and hunger for the business that drove the business to the hotel. She took the time to really understand our client's needs and apply that to proposals and communication to our clients.

I now look forward to continue to work with Deanna at Sofitel Wentworth Sydney, and have already seen a positive improvement within Deanna's team as they have a great leader." *June 16, 2010* [Lillian Longford](#), *AccessNSW Manager, Business Events Sydney* was with another company when working with Deanna at Sofitel Sydney Wentworth

"I had the privilege of having Deanna looking after my company's account when she was working for the Sofitel Wentworth Hotel. My company's shareholders and Board of Directors stay in Sofitel frequently and Deanna always make their stay memorable and extremely comfortable. She has always gone out of her way to ensure smooth communications and that their requirements are met... Very professional on all fronts and will be an asset to any employer." *July 26, 2011* **Top qualities:** Personable, Expert, High Integrity [Marie Ang](#), hired Deanna as a Tourism Business Events Project in 2011, and hired Deanna more than once

Director of Sales and Marketing Swiss Grand Bondi Beach Managed by Accor

"It was an absolute pleasure to work with Deanna at the Swiss-Grand for an 18 month period. Whilst Deanna had many years experience in the tourism and leisure sector, this was Deanna's first role within a hotel environment and to her credit she learnt the hotel lingo and operations remarkably fast. Deanna was very successful in her role and this was achieved through her passion, enthusiasm and absolute professionalism by working with both the management team and building her own team to achieve the hotel objectives and profile the hotel. Deanna was well respected by both clients and peers and I have no hesitation in stating that she would be an asset to any employer." *September 13, 2011* [Amy Chappelow](#), *Human Resources Manager, Swiss Grand Resort and Spa Bondi Beach, managed by Accor* worked directly with Deanna at Swiss Grand Bondi Beach Managed by Accor

"Deanna was a great manager and mentor and I thoroughly enjoyed working with her at the Swiss Grand. She really changed the sales department in a positive way. I learnt so much from her which I have taken with me to my new role and I'd have no hesitations in working with her again if the opportunity arose." *August 23, 2011* [Sara Fagerlund](#), *Conference Sales Manager, Accor Hotels* reported to Deanna at Swiss Grand Bondi Beach Managed by Accor

"I am pleased to recommend Deanna, with whom I have worked recently during her time with Accor. At all times I have found her to be a fantastic colleague and a true professional with a wide range of contacts in the industry, where she has a superb reputation. Deanna exemplifies the true nature of a modern sales and marketing person, superb warm relationship skills along with a tenacious business mind, leaving no stone unturned to bring the business in!" *August 1, 2011* [William Roberts](#), *Regional Director of Sales & Distribution, NSW & ACT, Accor Asia Pacific* worked with Deanna at Swiss Grand Bondi Beach Managed by Accor

"Deanna is a highly professional sales and marketing professional. She is extremely customer focused, however also driven to ensure her business success, and strives for win-win solutions." *July 27, 2011* [karen sainsbury](#), *General Manager, Accor Hotels* was with another company when working with Deanna at Swiss Grand Bondi Beach Managed by Accor

"I have worked with Deanna on several projects both while she was employed at Sydney Convention & Visitors Bureau and also at the Swiss Grand Bondi.

Deanna is always highly professional, extremely motivated, and would be an asset to any company." July 24, 2011 [Rhonda Macadie](#), Director, Zone Publishing was with another company when working with Deanna at Swiss Grand Bondi Beach Managed by Accor

"In my role as director of a professional conference organisation, I meet a lot of venue representatives. Few stand out like Deanna did when I first had the opportunity to work with her at the Swiss Grand Bondi Beach. Deanna has a wonderful combination of extreme professionalism and warmth. She works hard and leaves no stone unturned in providing service to her clients. If you go to her for any information, you receive that information promptly, efficiently and succinctly.

Deanna has a strong sense of ethics and at the same time, fun. I hope that I have the opportunity to work with her again in the near future. She would be an immense asset to any organisation seeking a highly skilled professional to represent them to their clients and prospects." July 22, 2011 [Ilana Den](#), Director, Conference Call (Australia) Pty Ltd was with another company when working with Deanna at Swiss Grand Bondi Beach Managed by Accor

"Deanna is a consummate presenter and trainer to large groups of University tourism and events students (100+) within her workplace setting. The strengths of Deanna's presentation and training style involve clear verbal communication, brilliant use of audiovisual technology and the nexus to contemporary industry trends and practice. Her training plans integrate dynamic engagement within the learning process through a series of questions, activities and reflections. She backs up this learning environment through well structured feedback and evaluation mechanisms. I thoroughly recommend Deanna to anyone considering workplace training within the tourism and events industries." May 5, 2010 [Simon Darcy](#), Associate Professor, School of Leisure, Sport and Tourism - Faculty of Business - University of Technology, Sydney was with another company when working with Deanna at Swiss Grand Bondi Beach Managed by Accor

"Over the years I have worked with Deanna both as a colleague in the same organisation and as an industry stakeholder and have always found her to be a consummate professional. Deanna's detailed knowledge of the tourism and events industries provides her with great strategic overlay and enables her to achieve strong sales and marketing outcomes. To her credit, Deanna always delivers, on time, above expectations and with great creative flair." May 2, 2010 [Giselle Radulovic](#), Head of AccessNSW Events, Business Events Sydney was with another company when working with Deanna at Swiss Grand Bondi Beach Managed by Accor

"Deanna is well known and respected within the Events and Meetings industry and her knowledge has really helped focus Swiss Grand for even more conference business. Our two companies have worked together by holding team building cooking events for our clients at the Swiss Grand or her clients holding them at our venue in Surry Hills. A fab working relationship. On a personal note I stayed at the hotel recently and received outstanding service. I can highly recommend Deanna and the Swiss Grand." October 20, 2009 [Leona Watson](#), Director - Presenter, Cheeky Food Group was a consultant or contractor to Deanna at Swiss Grand Bondi Beach Managed by Accor

Director of Strategic Alliances Sydney Convention and Visitors Bureau

“Deanna worked for me in a number of capacities and due to her hard work and diligence was promoted from a contract role, into a Bid Manager and then after a brief stint away returned as the Director of Strategic Alliances. Her attitude to work is always professional, she has a consultative approach and coaches her team to give them the skills required to do their jobs.

Deanna has attention to detail with a creative solutions based style she excelled in her work and delivered great results in all roles. I would highly recommend Deanna for a role that capitalises on her skill set which includes; sales, partnership management, marketing, project work amongst many others.” August 3, 2011 [Karen Bolinger](#), *General Manager Marketing, Sydney Convention & Visitors Bureau* managed Deanna at Sydney Convention and Visitors Bureau

“I have had the great pleasure of working with Deanna for many years and highly recommend her. Deanna is a true professional, she is competent and tenacious and will drive new business initiatives that will deliver significant results.” July 31, 2011 [Lyn Lewis-smith](#), *Acting Chief Executive Officer and Chief Operating Officer, Business Events Sydney* managed Deanna indirectly at Sydney Convention and Visitors Bureau