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Dear Jodie:

I'd like to offer this letter of reference for you and your company, EventFull Strategies.

You may remember that when we began the ClickerExpo conference series we were completely uncertain as to the key success factors for creating memorable conferences. While we had a fairly good grasp of what we thought would make an exciting program, we didn't know the vast majority of what one needs to know to have a successful event on all fronts: Customer excitement, financial success, staff & faculty enthusiasm, and vendor satisfaction. You filled in all those gaps.

It wasn't easy for us to find locations. You showed great perseverance and diligence in finding us quality locations and then you had 'smart', skilled contract negotiations 'with hotels, gaining us all sorts of advantages that garnered us savings, earned us perks, and helped smooth out cash flow. You quickly earned the respect of, and developed a rapport with the hotel staff. Honestly, I think you charmed, needled and persuaded not a few of these reluctant hotels into giving us a shot!

You asked good questions. I can't stress enough how important this was to our success. If good questions don't get asked, critical decisions can be missed. You meticulously planned the schedule and 'flow' of each day, each room, video support, meals, accommodations and travel. I think I will always remember that after our first conference, ClickerExpo Chicago, we received a feedback form that said: "I can't believe this is the first conference that you have put on. It was unbelievably professional. I have been to many professional conferences with many more years experience and this was on par with the best of them." It was obvious then that what we had achieved was not just good, it was excellent

You took top-notch care of the attendees, our teaching faculty and our sponsors! This would include not just onsite 'care and feeding' but highly professional and responsive correspondence on both the every day issues of registration information and the important, subtle work on contracts and related issues. You went the extra mile for our faculty, for example, arranging care when they got ill and quickly lining up replacement speakers and communicating that to me and others who needed to know.

With great focus and determination you learned an online registration system from top to bottom; (you were probably that company's most productive outside quality assurance specialist!). You mastered that system inside and out and put it to work for us.

It's probably obvious from my comments above that you showed great attention to the smallest of details. What is less obvious is how you aligned yourself with our goals and immersed yourself in our culture. This made you so much more intuitive about making good decisions when we didn't have the luxury of deliberation.

At the end of the day, you showed that unique combination of caring and competency that one so often looks for, but rarely finds, in business partners. As we embark on our fourth year of ClickerExpo, our ninth conference and our first without you as Conference Director, Karen and I look back with great admiration of, and fondness for, what we all accomplished and your vital role in ClickerExpo's success.

Karen and I wish you much future success and many opportunities to show this letter.

Sincerely,

*Aaron*

Aaron Clayton, President  
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