

To Whom It May Concern

RE: REFERENCE FOR ELIZABETH MULHERIN

Elizabeth was engaged as a volunteer by the 2012 Mercedes-Benz Fashion Festival – Brisbane, hosted by Treasury Casino & Hotel (MBFF) from 25 August 2012 until the 31 August, 2012. She was a member of the Market Research Team comprised of senior marketing students from the Queensland University of Technology.

Elizabeth was required to intercept and survey patrons at both the ticketed and non-ticketed events throughout MBFF. This required the ability to approach and engage patrons in an articulate and purposeful manner. There was limited time to conduct each survey making it necessary for Elizabeth to have a good understanding of the survey content and MBFF, and to have the ability to be flexible with their approach.

Elizabeth worked as part of a team of 20 to 30 volunteers throughout the Fashion Festival, to ensure the targeted number of exit surveys were completed at Treasury Casino & Hotel. These surveys were created by the MBFF Marketing Interns and were approved by MBFF and senior members of Brisbane Marketing (a major sponsor of the Fashion Festival).

Elizabeth took pride in her work, presented well, was punctual and reliable, worked effectively in a team environment and was able to complete the task set within the time constraints of the project. I would highly recommend Elizabeth as she is a dedicated and hard working team member.

Yours sincerely,

Susan Helyar

Marketing Director

2012 Mercedes-Benz Fashion Festival – Brisbane, hosted by Treasury Casino & Hotel