

Official letterhead
The LYLE Partnership
Strategic Communication Solutions

Centre for Learning Accreditation
Athabasca University
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Attention: Learning Accreditation Director

I am pleased to write this Letter of Attestation for Gabrielle Harvey. I worked with Gabrielle from 19xx to 19xx where she provided public relations services to my Provincial Travel marketing team and during the xxs when I hired Gabrielle as a communication consultant on selected projects for the City, and know her work quality to be of a high standard.

I am currently a senior principle in a public relations firm, The LYLE Partnership, serving municipal and economic development clients since 19xx in the areas of communication and marketing strategic planning, public consultation and communication and marketing program implementation. Our firm has been the recipient of several national and regional communication and marketing awards from the International business Communicators Association (IABC) and the Economic Developers of Canada (EDA) for work we have done for our clients.

Prior to 19xx I was the Branch Manager for Corporate Communications for the City and the Senior Manager for International Sales and Promotion for Provincial Travel. Previous to these positions I managed recreation programs and a provincial recreation association. Both of these recreation management assignments required extensive grassroots communication and coalition building.

While my undergraduate degree from a local university was in Physical Education, I have supplemented this education with various executive training programs including a Diploma in Tourism Management from another university and an Executive Management Certificate from yet another university.

In my capacity as Branch Manager of Corporate Communications we employed approximately 25 professional communication staff that included staff skilled in internal communication, media relations, strategic planning, creative design and production and media planning. I also had the opportunity to work with many students from a local college's Public Relations program on placement and summer assignments as well as other university degree programs from related fields.

The following is a list of learning statements provided to me by Gabrielle and my comments on her related skills and knowledge. Please contact me if there is need for additional information or clarification of what has been written.

1. Ability to work in teams: learning statement:

“Encourage team members to value each other by being a positive role model and listening attentively to members’ ideas and thanking them for their input, and giving feedback to team members about their value to the team and by addressing any signs of team members not respecting others’ input.”

In her role as a public affairs officer with Provincial Tourism, Gabrielle provided communications counsel to me and several other managers in the department. She was a team leader within the communications section, and she also worked closely with me as part of a small team that developed the Spirit of Province project, a 40 foot interactive travelling exhibit trailer that toured the United States and Canada for 18 months prior and following the 19xx Winter Olympics.

The project included the design and development of a major 5-part inter-active display, collateral material and the recruitment and training of exhibit staff. The exhibit toured several hundred major consumer-related events in large and small towns in targeted areas.

Gabrielle’s ability to build the promotional support team and work collaboratively with many different people, including writers, printers, designers, audio-visual producers, various staff in the production area of the Public Affairs Bureau and my own section, enabled her to facilitate the production of highly effective exhibits and several promotional materials in particular the major print brochure supporting the program. Gabrielle brought to the project’s key collateral product a fresh creative approach of telling our story ensuring that writing, photography and design of the program really grabbed the consumers’ attention with our key marketing messages.

In the early 19xxs, in the capacity of Branch manager of Corporate Communications, I hired Gabrielle to develop a multi-dimensional communication strategy to support the 200th Anniversary of settlement in the City area. She brought forward a creative but practical approach to the communication challenge integrating campaign messages, special events and a campaign structure that provided opportunities for many partners to work together cost-effectively. The strategy provided a foundational document for civic staff to secure over \$1.4 million in media support and participation of over 450 community partners.

In my opinion, Gabrielle worked at the same level of competence and excellence as other communications consultants I have worked with who had a bachelor’s degree in communications or journalism.

4. Ability to develop & maintain good working relations: learning statement:

“Be completely trustworthy so that my managers know they can rely on me, by ensuring I have a clear understanding of their goals and expectations, always meeting deadlines, and providing high quality work, which fosters a highly supportive relationship and contributes to organizational effectiveness.”

Working with Gabrielle as a fellow staff person working for Provincial Tourism, as a consultant hired for a particular project or now as a contact within the City I have found Gabrielle to be a valued resource. Over the years she has willingly shared her expertise in a manner that strives to add value to the desired outcomes while listening to and respecting the knowledge and experience of others. The style and approach fosters problem solving and tends to strengthen working relationships across a wide range of people.

5. Ability to think clearly & arrive at logical conclusions: learning statement:

“Evaluate the objectives and logistics of a traveling provincial exhibit to lure visitors to the Winter Olympics and collaborate with client to develop exhibits, audio visuals and collateral print materials to position province as a desirable vacation destination.”

The Spirit of Province Travelling Exhibit project provided an opportunity to deliver both provincial positioning and tourism industry marketing objectives. This was a complex project designed to convert media exposure of the Province resulting from hosting the Olympic Games into increased winter tourism business from key U.S. and Canadian markets.

The challenges facing the project team, which Gabrielle was a key member of, was to build a project that effectively balanced the many competing interests within the Provincial tourism market while retaining focus on those elements of our local market that could deliver success internationally. With a goal of increasing positive awareness as a tourism destination in the Province’s emerging tourism markets such as the U.S. eastern seaboard and increasing winter travelers from the more mature winter tourism markets within Canada, California and Texas the exhibit and promotional products had to cut through the clutter in highly competitive markets and inspire timely action.

The nature of the program garnered a significant provincial political interest and Gabrielle helped the team balance the provincial political communication interests with the specific travel marketing requirements in key markets such as Southern California.

Gabrielle’s ability to analyze the marketing and political objectives, target audiences and logistics of this complex project and arrive at practical effective solutions, contributed to focused, quality promotional material and a strong delivery of the message.

The results were immediate, generating increased tracked growth in market awareness in new markets and immediate travel conversation in the first year of over double the cost of the program.

Over the years I have had the opportunity to work for and with many senior professionals in the communications field and would certainly confirm that the experience gained over Gabrielle's professional career has provided a skill and knowledge base equal to or in many cases well beyond that learned through a degree program course load.

Yours truly,

Signature

Lyle Pillay
Principle, The LYLE Partnership