



Mr John Hotowka
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5th October 2011

Dear John

CFSMA Conference – 16th September 2011

This is a quick line to thank you most sincerely for your fantastic presentation at our recent conference in Manchester.

When I was considering the complications of the Funeralcare conference conclusion leading into our own CFSMA conference commencing, I had to try and balance the needs of both parts of this combined audience. I researched various options and felt that your delivery style would be ideal to meet the needs of everyone concerned. I was further reassured that this was the right decision when we met earlier in the year to discuss the brief. It was obvious from this point that you operate at a professional level and tailor the presentation specifically to the audience in question. This was most evident throughout the presentation itself at conference.

Your confident, reassuring and friendly style won the audience over very early on and the feedback from them afterwards was without exception positive. From my own point of view, I was delighted that you were able to get over all the messages we had discussed in the briefing meeting and hopefully this will influence our members in their management and leadership roles for many years to come.

I would conclude by saying what an absolute pleasure it has been to work with you John. I would have no hesitation in recommending you strongly to anyone organising events and conferences, and I hope that one day in the not too distant future I shall have the pleasure of seeing you deliver again.

With every good wish for the future.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'David Dernley', written over a horizontal line.

David Dernley
Immediate Past President - CFSMA