



Paul Denning

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326 S Pacific Coast Hwy #209
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Dear Rob:

I'm glad that to hear you're still providing PR support to higher education clients.

The "Big Idea" campaign you developed for us in 2003 was very successful in focusing media outreach efforts on primary themes for MIT Sloan. We continued to run the campaign for several years after the initial launch increasing our visibility in major business media.

The BAM conferences you produce bringing 20 plus business and technology reporters together in a day and a half forum, where PR professionals can network with and pitch stories to them, has become one of the few professional conferences that my staff and I attend. Where else can you meet that many journalists in such a short time span? It's well worth it for us to attend.

Should you need a reference for additional PR clients, please feel free to have them call me.

Good luck with all your future endeavors and thanks for the counsel you have provided to MIT Sloan.

Regards,

Paul Denning

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