



20 December 2002

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To whom it may concern

From the 1st of October to the 20th of December 2002 Lena K completed a work placement at Perth International College . After a General Intensive English language course of 4 weeks at Advance level, Lena started her placement and handled the following tasks:

- Day to day marketing activities for P in terms of promotional material.
- Managing stocks of promotional materials and responding to requests for marketing materials by agents, including completion of agent questionnaires.
- Coordinating and undertaking mailshots, e-marketing and telemarketing
- Gathering new student testimonials for promotional materials
- Providing general assistance for visiting groups and students as well as reception duties as required during busy periods
- Arranging school orientation for incoming clients
- Providing general assistance and back-up to the Marketing Manager, Registrar and Student Services team.
- Replying to international student enquiries by e-mail and telephone
- Student entrance test/ trial lesson bookings
- Coordinating and participating in student activities.

Lena is a friendly person to work with and completes the tasks that she is asked to do diligently. She enjoys replying to student enquiries from all over the world and gives them first hand information and assistance. Lena was