



## **REFERENCE**

**Friday 21<sup>st</sup> February, 2003**

### **Porter N**

Level 14 Como  
644 Ch Street  
South Yarra  
Australia

## To Whom It May Concern

Hilke H worked with both PR W Melbourne office and Porter N Melbourne office for a period of five months from October 2002 until February 2003.

Hilke's position was as a public relations trainee, which was arranged by International Student Exchange organisation InterSwop.

PR W is a small, creative and very busy public relations consultancy, which deals with a wide variety of consumer clients across Australia. PR W is part of the Porter N International consultancy, which has 95 offices in 57 countries. It is also part of the global BBDO communications company.

Hilke arrived at our offices fresh off the plane from Germany into a strange country, a new office and an unfamiliar team of work colleagues. Hilke was quick to embrace her trainee role with enthusiasm and a willingness to take on any task no matter how large or small, and she proved herself to be a fast learner. Her verbal and written English skills are very good, and she gained much experience in using these as part of her duties.

The PR W team especially found her assistance with their day-to-day client responsibilities invaluable. Hilke's attitude to the job was cheerful and willing, and she assisted PR W consultants on many tasks such as compiling media lists and databases, telephone follow up, researching the Australian media for upcoming features, assisting with launch events and mail-outs and generally anything and everything. Hilke quickly proved herself to be very intelligent, able to grasp tasks quickly, with good attention to detail, thoroughness and reliability.