



The range of public relations tasks that Hilke participated in included:

- prepare for and attend client as well as internal meetings
- new business brainstorm meetings
- create/ update media lists
- follow up media/ coverage by calling journalists
- help creating monthly client reports (follow up coverage, create summary of coverage and clippings)
- create status/ meeting reports
- attending media launches/ events
- research for new business/ products
- administration/ generally assisting team of consultants

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Hilke certainly gained a broad understanding of all the elements that make up a public relations campaign during her time with PR W and Porter N

I am sure Hilke will go on to a successful career in any field she chooses and her personal and professional traits will stand her in good stead in her future endeavours.

I thank Hilke sincerely for her contributions to PR W and Porter N over the past five months and wish her every success for the future.

Yours sincerely

A handwritten signature in cursive script that reads "L. Chapman".

Lisa Ch
Managing Director PR W
Principal Porter N