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To Whom It May Concern,

### **'Babes In Arms' Presentations for CPA Australia**

On Monday 7 March 2005 and Thursday 24 March 2005, Helen Robinett of *Image Quest* presented at CPA Australia's 'Babes in Arms' sessions put on by the Women's CPA Network. The 'Babes in Arms' sessions are specifically targeted to assist our members who are currently juggling parenting and their career. An intimate group of women, many of whom took advantage of the child-minding facilities we provide, came to hear the presentation entitled *Personal Marketing*.

Helen's presentation looked at the power of creating good first impressions. She asked participants to consider what messages they were sending to others in the way that they presented themselves. She discussed how to dress appropriately in the corporate world whilst still showing personality and individuality. The seminar included fundamental ideas for developing a successful business image and skills that left participants feeling empowered afterwards. Helen presented in a warm, cheerful and inclusive way.

Comments on the sessions in the evaluation forms were very positive. Participants were especially grateful for the boost in confidence the presentation gave them. One standout comment said - '*excellent topic - this is a major issue for 'mums' who have lost the feeling of 'looking good' and having clothes that fit*'. Another commented that it gave her '*positive feelings and attitudes. Motivates change*'. The first session received an overall score of 4.8 out of 5 and the second 4.5. Both these results are excellent scores and certainly well above average.

Helen was also very professional, communicative and easy to deal with in the lead up to the sessions. She also prepared great supporting materials for the session and was willing to consult further with attendees who wanted additional information and assistance. I highly recommend Helen as a speaker and I personally look forward to working with her again in the future.

If you have any questions regarding the above, please do not hesitate to contact me.

Yours sincerely,

**Leon Clarke**  
Events Executive

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