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June 23, 2003

To Whom It May Concern:

**Re: Marketing Seminar with Roy Prevost**

The Downtown BIZ hosted a Marketing Seminar on May 1, 2003, for our BIZ members and invited Roy Prevost to speak to downtown businesses in order to encourage them and help them improve the way they do business.

Roy's presentation went beyond a lecture-style to involve attendees and stimulate discussion. This interaction was one of the highlights of the evening: the 48 BIZ members who attended enjoyed meeting one another and a real sense of community emerged. It was great for them to learn about each other, as all attendees stood, introduced themselves, and explained what they do (the "elevator speech"). Not only did this tactic facilitate a networking opportunity, but each participant was given the chance to have his or her "elevator speech" critiqued.

Roy encouraged these small businesses to work together as a team to keep their loyal customers. By the end of the seminar, it was clear members felt inspired. We received good feedback on our evaluation forms. One hundred percent of members said they would attend another similar marketing seminar. Some comments:

"Very enthusiastic speaker. Makes me excited about being in a small business. Look forward to going to work tomorrow. Very motivational."

"Revitalized hope that I can succeed!!"

"Very enlightening, fun and extremely encouraging."

"A lot of what you presented I've heard before. However I don't hear it enough and in such clear order. It's given me a real lift and new found energy to make some changes. Thank you."

"This was great. I feel more focused than I've felt in the past few months. Thank you."

Roy's strong skills as a speaker and facilitator made for a great evening that encouraged businesses and provided them new ways of creating loyal customers.

Sincerely,

Jennifer Verch  
Communications Manager

*To enhance and promote Winnipeg Downtown as the place to work, do business, live, shop and enjoy!*