

October 2006

To whom it may concern

Reference for

**Pat Johnston**, Dunedin Conference Management Service



In July 2005 The Otago Primary Principals Association (OPPA) hosted the New Zealand Principals Federation conference in Dunedin

The conference is the 'flagship' conference for New Zealand Principals and catered to over 650 delegates.

As part of the organization the OPPA tendered the conference management to several firms throughout NZ with the successful bidder being Dunedin Conference Management Services under the management of Pat Johnston.

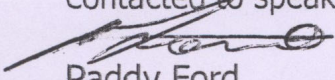
The success of the conference was due largely to Pat and the DCMS team. The registration process, financial accounting and on site management was superb. At all times DCMS provided appropriate advice and were especially capable of handling electronic transactions and using modern technology to give the conference the appropriate professional 'feel'

A separate contract was let to deal with sponsors and exhibitors and this decision was never regretted as the time taken, the constant demands and the quirks in dealing with exhibitors required the professionalism of strong individuals and the patience of a saint!

A strength of Pat and her team was to provide advice and organization in the running of all aspects of a conference. The knowledge of best venues, most appropriate performers, timing of events and food requirements was exceptional. Pat has the ability to work to meet the needs of a diverse group of people.

Pat had a wonderful working relationship with local people but I am also aware that the firm manages conferences throughout New Zealand and is spoken of very highly.

The aspect that impressed me most was Pat's ability to feedback appropriate advice to the team before, during and after the conference. There is no doubt in my mind that Pat and her team will continue to grow from strength to strength in their chosen field. DCMS will never be content to rest on its laurels and reputation but will continually find new challenges to meet and will be able to adapt to the continually changing requirements of the business area. It is not sufficient to just manage an event, in the competitive area that Pat works in you need to be able to provide the whole experience efficiently and with minimum fuss. You need to be able to shoulder the responsibility of the organizing committee providing effective advice and have some fun doing it. I would certainly use Pat and her team again and am more than happy to be contacted to speak to this reference

  
Paddy Ford

Principal Balclutha Primary school

Otago Primary Principals Association Executive

Vice President elect New Zealand Principals Federation

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