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**If there's a Government grant for you...
We'll find it!!!**

To whom it may concern

David Welzman has requested we supply a reference with regard to his services to Pattens Group Pty Ltd and the Trade Shows that he has provided infotainment for on behalf

David Welzman is a unique individual. Before we met David, our stands at the Import /Export Trade Show were much like anyone else's. We were trying to attract customers in much the same way as everyone else. Once David was engaged all that has changed. David works tirelessly to bring life, activity and excitement to our exhibit. Our leads have increased significantly and the increased traffic at our stand is entirely down to the amazing infotainment David provides. Pattens Group has booked him for 4 recent shows and all have been a resounding success (we have now secured his services for further events later this year).

I've seen other forms of entertainment at trade stands in exhibitions but what David brings to his infotainment is unique not only do his performances keep potential clients at our stand but he brings a smile and positive attitude that creates a great framework to discuss our product. Not only a smile but we also win with David in the degree of relevance his presentations have to what we do. Other entertainers stick to their script but David has worked hard to make his presentations tie into our sales message and to understand our product. His approach is very innovative and I doubt that there is anyone else in Australia doing exactly what David does. Exhibitions are hard work in Australia. Attendances are falling and the costs are going up. Exhibitors who utilise the services of someone like David at trade shows are one step ahead.

David Welzman's services stretched far beyond just the actual 2 day trade show event. More than just any of the other entertainers who turns up to the event, Welzman came in before the expo to teach our staff lead generation on the trade show floor, what to ask, what to say when a customer comes into the stand, how to record the information as well. The event (our trade show exhibit) would not have been a success without Welzman. At the show Welzman was the spear head to our marketing at the event, with no pre show marketing of our own, Welzman got our customers to stop at our stand in crowds as opposed to walking past he captivated and pulled them in, told them about our products and got them to commit to further discussions with us- he has helped start that relationship.

All entertainers we approached before David, were entertainers who's services consisted up of simply turning up on the day and did their standard act, Welzman was like a consultant who held our hand through the entire trade show process and was with us pre show and during the actual show.

As Managing Director of Pattens Group Pty Ltd I have no hesitation in highly recommending David for trade shows or any corporate function. In fact we **would not consider having a stall at a trade show without him.**

Bruce Pattens
General Manager, Pattens Group Pty Ltd