

What Some of Our **Event Organisers** Have to Say About Professional Way

- *Last year for the first time we advertised our Fitness for Christmas workshop and received half our enrolments from Professional Way alone. We are definitely going to advertise again.* (Financial Fitness, 2008)
- *'Our [Sydney] past conferences didn't get nearly as many candidates from Canberra as this one did. I am putting this down to Professional Way which I believe is excellent value-for-money.'* (FroComm Australia, 2006)
- *"[Professional Way] is absolutely delightful. The personal contact is just wonderful. I've been really thrilled with the coverage, and have had very successful outcomes. [The website] is clear, clean, professional, uncluttered and simple to use."* (RSPCA Fundraising Auxiliary, 2006)
- *We [Canberra Business Council] use Professional Way as an additional, targeted marketing tool to inform local business, government and educational representatives of our events and activities. We have found it to be cost effective, and it allows us to extend our distribution further than our own membership base.'* (Canberra Business Council, 2006)
- *'Four different people in four different government departments mentioned that Professional Way was the only place to advertise courses'* (The Production Hub, 2005)
- *'Professional Way... was a good investment for advertising compared to some other paid opportunities in a local newspaper which did not generate any participants. We are putting together some other seminars and workshops over the next few months and will definitely advertise with you.'* (Healthy Worksites, 2005)

What Some of Our **Subscribers** Have to Say About Professional Way

- I have and will continue to recommend Professional Way to colleagues, friends and family. It succinctly presents current information and is easily scanned to pick up events of interest.* (Private Consultant, 2008)
- *'As a professional, I don't have time to be reading through information that's irrelevant to me. This is why I love Professional Way – I control what I receive, so I know it will be of interest! Professional Way has made me realise how many great things are going on around Canberra all the time.'* (Acting Professional Development Officer from The Public Affairs Recruitment Company, 2006)
 - *'I just wanted to let you know what a wonderful service Professional Way is. I look forward to it arriving in my inbox every Wednesday. Having one reliable one stop shop for all the professional events in Canberra saves me so much time when it comes to finding out what's on. I have been receiving Professional Way for three years now. I have spread the word about this service to many of my colleagues - they too are now subscribers and share my thoughts about this great e-newsletter!'* (Managing Director from Fusion Packages, 2006)
 - *"Professional Way keeps me well informed about events relevant to my constantly changing industry. It's so refreshing".* (Video Editor from Images Online, 2006)
 - *'Canberra has two great websites; Allhomes.com and Professional Way! Both are unique and brilliant resources for those of us lucky enough to live in Canberra'* (Big Pitcher Network 2005)
 - *'Your site has excellent information and useful for me to pass on to marketing and management students.'* (Judy Tier Consulting Pty Limited, Marketing and Management Trainers and Consultants, 2005)