



Mihail Krikunov
Academic Adviser
Reputation Capital Ukraine
Kyiv, Ukraine
Gonchara str. 90/92,
01054

Re: Reputation Capital: Kiev, Ukraine

Dear Mihail,

Thank you for the invitation to participate in the Reputation Capital Conference in Kiev, Ukraine. The corporate branding conference was filled with energy and enthusiasm. I found the participants in both my workshop and a plenary speech to be energized and hungry for information about branding, advertising, public relations, measurement and management of brands. Their questions were knowledgeable and I found the interchange with the attendees to be stimulating.

The conference was very well organized. The interpreter was excellent for my workshop and was well versed in the technical aspects of branding!

Both my wife and I found the city to be exciting and vibrant. The guide you arranged to take my wife and I touring for two days in Kiev was simply wonderful. This was a very special highlight for us as we got to see and explore a city that we had not experienced previously.

Kiev is a wonderful city to visit for business and pleasure. I was initially concerned about what to expect, those concerns were completely unfounded and it was like enjoying a petite Paris! I'd recommend it for everyone!

Again, many thanks for the invitation.

Best regards,

A handwritten signature in black ink that reads 'James R. Gregory'.

James R. Gregory
Chief Executive Officer