



4th September 2017

To: Whomsoever it may concern.

Regarding: Letter of Reference - Ms. Sue Pengelly

**EMDI Institute of Media and Communication** is a professional training centre initially set up in India in 2002 and its Dubai Knowledge Park campus was set up in 2004, catering to university level students and working professionals that want to expand their knowledge of the Events, Media and Marketing industry.

Using only industry professionals to teach the courses, we position the Institute as a real-life experiential based learning centre. The Institute currently offers courses in **Event Management, Advertising & Design, Media Communication Studies, & Wedding Planning.**

Through her reputation in the Industry, we at EMDI contacted Sue as a possible lecturer and signed her up for her first lecture in early 2004. In fact, Sue was the first faculty member at our Institute in Dubai and delivered the opening inaugural address on the Event Industry. After her excellent first lecture, it became obvious that we needed to continue our association with Sue as a guest lecturer.

Sue is incredibly knowledgeable about Event Management, Creative Strategy, Opening Ceremonies and premium entertainment solutions for the event industry. Her expertise adds tremendous value to our students and Sue was always rated one of the most informative, supportive faculty members- always willing to share and mentor our students. Her case studies illustrate her experiences and using her bank of knowledge and in-depth research; her presentations are always highly informative, relevant and educational.

Over the past 12 years Sue has taught at EMDI, recruited our students in full time roles within organizations she has worked in and has taken students under her wings for short internships and projects to give them real working experience. The passion and commitment Sue shows is commendable alongside her ability to teach and mentor students.

For any further details feel free to contact me.

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Mr. Nowshir Engineer

Director