

October 24, 2011

To whom it may concern:

It is my most sincere pleasure to write this letter of recommendation on behalf of Mr. Robert Tercek.

We were fortunate to have Mr. Tercek as one of our keynote speakers at our premiere national industry conference, *Prime Time in Ottawa*, in 2011. Our delegate feedback to his address was so positive that we invited Robert to speak again at our event this coming March 2012.

Now in its twenty-second year, our *Prime Time in Ottawa* conference has grown to become the only exclusive national policy and networking event of its kind in Canada. During three days, some 700 of Canada's most prominent business leaders in the independent production, interactive media, and television broadcasting and telecommunication industries come together in Ottawa, Canada. They network, discuss relevant issues and share their vision of the future. They learn about the latest media trends. They explore new strategies to maximize the business opportunities in the ever changing global media landscape. And, they focus on how best to meet the growing expectation of consumers for access to quality content anytime, anywhere and on any screen.

Robert Tercek is a leading speaker on media innovation and creativity. His insight on the latest global media trends and his extensive experience as a producer of leading-edge content across multiple platforms make Robert uniquely qualified to provide strategic guidance to anyone doing business in media today. Not only is Robert keenly aware of the myriad interwoven variables that come into play in the media environment, his presentation style is organized, logical, clear and concise, with just the right amount of humour and ease of style.

It is without reservation that I highly recommend Robert Tercek as a keynote speaker for any event that is focussed on the media sector, or for any media company looking for a business strategist to help guide them to greater success.

Sincerely,

Marc Seguin  
Senior Vice-President, Policy