



Dorit Weber
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Copenhagen, June 10th 2005

Reference Letter

To whom it may concern,

We hereby confirm that Ms. Dorit Weber, born the 24th of August 1980 in Karl-Marx-Stadt, Germany, completed a 5 months internship with Agenda Group A/S in the period from 1st of December 2004 to 30th of April 2005. Dorit was employed full-time as a **Project Coordinator** to assist the conception and realization of Volkswagen's Project FOX, a car launch and international press campaign for the new VW FOX, www.project-fox.org. Agenda Group A/S functioned as the partner agency to the Hamburg-based event agency Eventlabs.

During her internship Dorit referred to the Project Manager Sylvia Mark and the Creative Director & Partner Laust Chr. Poulsen.

Dorit was involved from the start of the project. She played a major role in the conception and planning of project details. Her tasks were diverse, demanding and transcended the responsibilities of a typical intern.

She has always shown great organizing ability and flexibility. Also in stressful situations she did not lose focus and handled challenging tasks with enthusiasm. Dorit can be described as an outgoing, extremely ambitious and conscientious person that has been responsible for many ideas during her employment at Agenda Group A/S.

Some examples of her field of activity were:

- Preparation of project presentations
- Choosing locations, writing features and taking photographs for the FOX City Guide, a custom-made city guide for the international journalists
- Coordination of promotion activities in Copenhagen
- Support of local PR-agency
- Assistance in developing the entertainment program for Club FOX, including the selection of local DJ's and musicians
- Coordination and handling of local musicians and artists during the event phase
- Day to day administration and research tasks, including dealing with subcontractors and researching of locations.

Dorit has been a pleasure to work with and we can recommend her to any future employer.

Kind Regards,

Laust Chr. Poulsen


Creative Director & Partner
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