



Mr. Doug Hanson and Mr. Gary Taylor  
3106 Huntington Court  
Katy, Tx 77493  
USA

Sant Cugat del Vallès, 24 July 2006

Dear Doug & Gary,

First of course I would like to apologize for not answering you earlier. I sincerely hope that this email finds you well in both your professional and personal lives.

In reference to the "Secrets of Memorable Presentations" course that you presented to Roche Diagnostics last February, all I can say, and I admit that my comments are probably not the most original, that it was Memorable for your professionalism and your infectious enthusiasm. The course was fun and enriching from beginning to end – I even learnt how to say 'beer' in 47 languages! What more can one ask for...

The workshop was lively and interesting. What I liked most was the immediate applicability of your knowledge and ideas. Straight after the workshop we were rearing to go, sufficiently empowered to face any type of speech, with Quotations, Magic Tricks, Songs and Geographical Transitions.

Before starting the course with you, whenever my director asked me to write a speech for him I would panic and shivers would run down my spine. Many a time I would have liked to have been a magician, pulling jokes out of a hat as needed by management, (using his expressions and style, flawless structure, powerful visuals, metaphors and perfect analogies).

Following the course I feel like a magician, and although my hat may still be a little light on tricks, I'm constantly improving and increasing my portfolio of materials as I still need a little more experience writing speeches. I now feel able to write any type of speech and now I actively look for new opportunities to write speeches for my director, colleagues and friends.

I am truly happy to have taken part in this course, as I have discovered the magic of speeches, relaying an idea, message or thought in a simple and interesting manner for any audience.

Thank you "Maestros Mágicos" ¡¡¡

Yours sincerely,  
Roche Diagnostics SL.

Josep M. Brugués del Moral  
Director Comunicación Iberia y Latinoamérica

**Roche Diagnostics, S.L.**

Av. de la Generalitat, s/m  
E-08174 Sant Cugat del Vallès  
España

Comunicación  
Tel. +34 935 834 015  
josepm.brugues@roche.com

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