



STATE STREET®

State Street Bank and Trust Company  
Sydney Branch  
ABN 70 062 819 630  
AFSL 239679

State Street Global Markets  
Level 37, Aurora Place  
88 Phillip Street  
Sydney NSW 2000

Telephone: (02) 8249 1100  
Facsimile: (02) 8249 1126

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To whom it may concern,

Annalisa Armitage, of My Image Consultant, facilitated a two hour seminar for our Professional Women's Network, titled "Image and Success" on October 21, 2009.

The audience of 40 women were treated to an informative and entertaining session covering the following topics:

*What is 'an image' and what impact does it have?*

- The visual impact of people pre and post make-overs
- Data obtained from various studies supporting the importance of image to success
- Physical aspects associated with success (audience completed a self-evaluation)

*The different elements of image focussing on what participants can do to increase their physical success score*

- Best colours and styles for success
- Which colours to wear to create an impact / which colours to wear for different situations e.g. client presentations
- Hair, make-up and general grooming
- Yin and yang
- Building a workable and wearable wardrobe

*Practical demonstrations*

- Demonstrated changes to outfit on presenter
- Demonstrate changes to outfits on volunteers
- Tips and traps for various body shapes / colouring

The feedback we received from participants was excellent; in particular they appreciated the practical and accessible nature of the information presented by Annalisa.

We would have no hesitation in recommending Annalisa for similar seminars.

Yours sincerely,

Natalie Sterck  
Senior Associate  
State Street Global Markets