



IACVB

INTERNATIONAL ASSOCIATION OF CONVENTION & VISITOR BUREAUS

Michael D. Gehrisch
President & CEO
[Tel] +1.202.835.4219
[Email] michael@iacvb.org

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To Whom It May Concern:

The International Association of Convention and Visitor Bureaus utilized Strategic Advisory Group to prepare a long-range strategic plan for the IACVB and its member convention and visitor bureaus around the world. Their work on the project met and exceeded our expectations and we would recommend using them in a similar capacity on other projects.

We often utilize Jeff Sachs and the Strategic Advisory Group as presenter at our various professional development programs throughout the year.

Sincerely,

Michael Gehrisch
President and CEO
International Association of Convention and Visitor Bureaus

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2025 M Street NW • Suite 500 • Washington, DC USA 20036-3309 • [TEL] +1.202.296.7888 • [FAX] +1.202.296.7889 • www.iacvb.org