

OVERVIEW



Linda Pereira is the senior partner and CEO of the L&I Communications Group. She is also Executive Director of CPL Events. As a PCO (**Professional Congress Organiser**) she is one of the first graduates in this speciality and probably the only one in Portugal. Linda is also a qualified educator, and international speaker. Her PR, marketing and event experience was gained during her time as a professional Interpreter and advisor whilst travelling all over the world accompanying Members of Government and has been present in the most important events which have marked recent history. Her expertise in protocol and business etiquette as well as cross-cultural communication have given her a privileged status as a consultant in government circles and at the highest corporate levels. Her work in the Meeting Industry led her to take a Master's Degree in Adult Education. She is proud to have been involved in countless large-scale meetings at an international level and to have played an important role in the three European Presidencies held by Portugal as well as EXPO'98, the last World Exposition of the XXth century. Respected internationally as a speaker she is continually being invited to speak to professionals in the Business Travel Sector and has lectured in countries such as Italy, Spain, Russia, Egypt, Cape Verde, United Kingdom, Dubai, Spain, Saudi Arabia and The Netherlands to name just a few. She also lectures and coordinates the Masters ***in Strategic Event Planning at the Estoril Hospitality University*** and is an "**invited lecturer**" in the UK, Spain, Cape Verde and the USA, where once a year she lectures a Master Class in "Strategic Meeting Planning & Management". She recently adapted this course to the European Market and organises an educational one-week seminar for the Portuguese Market once a year, although even this course has become very international over the last three years attracting students from a myriad of countries.

Linda Pereira is the major shareholder and founder of three successful companies dedicated to international congress management and provision of services and solutions to the meeting industry and business travel sector.

She is continuously called in as a consultant to International Hotel Groups on staff training and has earned the nickname of the *Destination Diva* among her peers for her expert knowledge on Meetings & incentive Destinations and her focused attention to detail when it comes to quality service.

She is a member of some of the most prestigious international associations. Over the last few years she has dedicated herself to promoting emerging destinations and in recognition of her work was invited to become Portuguese language ambassador to the **Institute of Peace Through Tourism**.

In 2007 becoming a member of the Portuguese & Brazilian Marketing Executives Association Education Committee responsible for the Marketing & Sales Programme she is a member of the Board of Directors of **WECAL** – Women's e-Commerce Association International and a permanent travel writer for the WE Magazine; Vice-President of **ADVP** – Portugal's Sales & Marketing Association, President of the Iberian Chapter of **IAHMP** – International Association of Hispanic Meeting Professionals and sits on their Education Committee, Member of a **Panel of International Experts** for the Development of Business Travel in Portuguese-Speaking Africa. She is also an active board member of three national professional associations.

Linda Pereira has been a consultant to a variety of destinations, convention bureaus and convention centres as well as international associations. She is best known for her high rate of success in winning bids for her client destinations.

She has been nominated as one of the five most influential people in the travel industry in Portugal and was recently awarded the Medal of Merit for entrepreneurship on Portugal's National Day.

She has been married to a military career officer for 25 years and has two daughters.

Some References:

"I would like to give special thanks to Linda Pereira who improved the effectiveness of the visit (National Audit Office Study Tour to the Portuguese Tribunal de Contas)

Sir John Bourn
Comptroller & Auditor General of
the United Kingdom

"Ms. Linda Pereira is one of those rare people who can successfully organize and manage an event with such skill and precision that it appears effortless to everyone around her. In reality, it requires considerable effort to coordinate the work of many attendees experience and remember long after it's over and Linda has moved on another event. And the best part is that she truly enjoys it!"

James Henderson, Manager
Technical Marketing & Training
ESRI International

"Linda es la musa lírica de la cibernética."

Jose Antonio Ferrero
General Director
Comsejo Empresarial de la OMT

"We had at the Conference delegates from a wide range of countries and they just would not have benefited from the Conference without all the arrangements that you made. That was as essential prerequisite. You excelled yourself (...) went well beyond the call of duty and did everything with such enthusiasm and style that it gave us an enormous glow of confidence. (...) Indeed, I think I can honestly say that without you personal assistance the Conference might have teetered very near to the edge from time to time."

Noel P. Hepworth
Director of the Chartered
Institute of Public Finance and
Accountancy, UK

"When Linda's around there's a guarantee of

a great show
great fun
great networking
great atmosphere
great giggles
great punctuality
great organization

Linda is an amazing person and a really hard act to follow!

Members of MPI – Meetings
Professional International

"Linda not only takes care of her clients with her vitality and honesty, she makes sure that everyone is doing their best to get the job done and nobody ever minds as she really knows what team work means."

Michael Dornan
Interpreter

"Dr. Linda Pereira worked as an external consultant of my teams during the periods in which I held positions as Secretary of State for Internal Affairs, Junior Minister for Internal Affairs, Deputy Minister to the Prime Minister to Minister for Sport and Youth from 1995 to 2000.

In the International Meetings in which I took part both in Portugal and Abroad, Dr. Linda Pereira accompanied me both in the role of interpreter and protocol advisor. During this time she demonstrated exceptional qualities at all levels, efficiency, sensitivity, in-depth knowledge of protocol issues, a sense of duty and an excellent capacity to adapt to unforeseen situations thus contributing to the success of the many international missions in which I was involved.

Dr. Linda Pereira thus proved to be a highly valued and key member of the team I led during my passage through the various Ministerial and Governmental positions I held."

Armando Vara
Ex-Member of the XIII e XIV
Constitutional Governments

"Following the closure of the EUROSAI Madeira Meeting in which Linda Pereira and her team, after having won a bid through public tender, rendered a variety of services from planning, consultancy, interpretation and translation services both prior to the meeting as well as on-site, airport protocol and reception, manned the hospitality desk, provided general and technical secretariat services during the working sessions, accompaniment and monitoring of the social programme, I would like herein to bear witness to the high level of competence, dedication and spirit of duty and service which were permanently demonstrated by each and every member of the team during the event.

With great satisfaction I would also like to express my gratitude for the continual availability to help solve issues that arose, even far beyond what was expected of them or laid out in terms of the contract.

For you and for all the members of your team, my sincerest gratitude and best wishes."

Judge José Tavares
Director General of the
Portuguese Court of Auditors

*"In Linda I see a free spirit who laughs and dreams and runs with the wind;
A spirit filled with creativity and confidence;
A new friend whose smile and love and words of wisdom made such a difference in my life."*

Suzanne Hugueley
President of Eventz Over
Georgia

"Linda is a great personality. Bringing people of diverse cultures together in friendship is in her very nature. She is a hardworking dedicated professional with integrity. With her ever present smile on her face, she is the ultimate public relations lady."

Shabeer Ahmed
Managing Director of Sunland
Travels Pvt. Ltd.

"Linda is a true professional, an accomplished business woman, a leader in her industry. I admire Linda for her ability to work with people in various industries to create spectacular events that her clients and her staff can be extremely proud of. She has a way of making people feel comfortable in her presence. She is a very giving and warm person, one I am proud and honored to call a friend. She is an excellent negotiator and knows how to create win-win outcomes for both her client and her company.

Linda has become what we in America refer to as a "Soul Sister" We are of a similar mind and heart."

Heidi Richards
Well-known Author, Trainer and
International Speaker
Speaking With Spirit, Inc.

"I highly appreciate Linda's expertise and professionalism regarding MICE business, a field on which she has worked very successfully. In addition to that, her command of new concepts such as "crisis management" is impressive. Linda is really innovative and creative. What should I say about her personally? She is simply unique in generating everlasting friendship and peace hands in hands"

José Antonio Ferreiro
Chief Executive Officer
WTO Business Council

"My compliments to Mrs. Pereira who really did a fantastic job and she really impressed me and our clients! I have really never seen a person with so much charm and enthusiasm. Hopefully this is a good start for bookings to the Azores!"

René Raadschilders
Product Manager
KRAS SterVakanties / Ammerzoden (NL)

"Dear Linda,

How I wish that you could have been a 'fly on the wall' in my office during my tutorials last Thursday afternoon, to hear all the amazing reactions the students and fellow professors gave me, to your presentation. You were absolutely magnificent and the students really did appreciate you being so honest with them about working in this industry. Thanks to you, Miguel has now decided that he wants to be a PCO! And I don't think he's alone. I can't ever thank you enough for your presentation, which totally exceeded my (and everyone's) expectations. Very soon I will start BEGGING you to come back next year to do exactly the same thing (that's the price of success!)."

Rob Davidson
Senior Lecturer in Business
Travel and Tourism at the
University of Westminster in
London

"Dear Linda,

With a small delay SITE Greece, IMIC and personally myself would like to thank for your great contribution to the success of IMIC 2008 Feb 6-7.

It was a great educational conference which the participants liked very much and they appreciated the educational level and quality. Certainly your presentations helped a lot in achieving this level of satisfaction.

Each speaker and session was evaluated by the participants separately and for your information I put at the end of this message the ratings which were given for your sessions. You (we) were the highest rated speakers and I had no doubt about this for you.

Again we thank you very much for your presentation and collaboration, and I look forward to see you again soon,"

Tasso Pappas CITE
President Greek Chapter

Dear Linda,

*You have made quite an impact – the ripple of which will be here long after 2010!! See article (attached) in our major evening paper. Again, thanks for the energy, vibrancy and passion which is so inspiring to me.
Warm tourism regards*

Florence Roberts
Manager: Office of the CEO
Cape Town Tourism

"First of all let me say how great my experience in Estoril has been and thank Linda for having given me this unique opportunity and for the great hospitality. I'm very grateful for everything she has done for me. I also would like to thank you for your helpfulness and kindness. It has been a pleasure to meet you.

The course was indeed very interesting and covered many different topics related to the Meeting Industry. It definitely gave me a great opportunity to learn more about fields of the MI I knew in a very superficial way. E.g.: Governmental and Corporate meetings, things to consider when preparing a budget, how to make a detailed contract, finances. I also had the possibility to learn more regarding NGO Association Meetings and their organization and especially to see how PCO's work and organize meetings. I might not use all this information in my daily work but the course certainly helped me to have a more complete vision and understanding of the industry. Linda is not only a great speaker but a very experienced and open minded person with a wide vision of the industry able to cover any topic in a very professional way.

Thanks again for everything and I hope to see you and Linda very soon"

Donatella Pace
ICCA Data Research Executive

"Everything was great, and Linda is absolutely brilliant. I'm so glad I participated."

Vivian Kuculo
Sales Director
Hotel "Lapad" d.d.

"I'm still under the impression of Linda's lectures – a really refreshing combination of quality preparation and performance of education. I congratulate you as well on the excellent organisation and the best choice of the lecturer!"

Tonci Mateljan
Conference & Incentive Manager
Hotel "Dubrovnik Palace"

"Linda is more than an excellent lecturer and deserves our thankfulness. She literally enchanted and entwined us with her exceptional energy, enthusiasm and above all love and passion she feels for her job, seen through every word and every gesture of her personal performance of the prepared presentation. She really managed to get through to us in an impressive way, spicing the presentation with her wealthy experience and respectable knowledge and inspiring us to truly believe in the possibility of setting things in motion and changing them to the best. The fact remains that, after this course, I will surely ponder in a different way upon my role in this joint puzzle. A puzzle we can make more beautiful and improved by our attitude and a truly passionate engagement in every, even the smallest segment and all with the goal of making our destination and its story unforgettable for all the visitors, the former and the future ones."

Radmila Ševelj Šimić
Reception and Sales Manager
Hotel Park, Makarska

"I'm so glad I decided to join this course for PCO, which enabled me to refresh my knowledge, learn about the new trends in the congress industry, find out the easier ways of resolving difficulties we encounter, spend some time with other colleagues from Croatian destinations and getting to know you – the younger generation, that demonstrated such an exquisite professionalism and knowledge. I thank you ... for offering us this course and the check up on the congress segment of tourism so important for us all."

Maja Milovcic
Public Relations
Tourist Office Board Dubrovnik

"The CDMP Study Day was enlightening, entertaining, and thought-provoking. Linda does an outstanding job of focusing the content on need-to-know issues while still allowing participants the opportunity to experience some "Aha!" moments on their own. It was a wonderful educational and bonding experience."

Michael Smith
Vice President of Convention Sales
Travel Portland

"On behalf of all the Navajo Nation

This award was created and inspired by this lady and so it is befitting that she should be the first to receive it. It is awarded to Linda Pereira for all she has done to promote diversity, education and leadership among our people. Through her commitment and endless support she has given new vision and hope to the young people of the Navajo Nation who now believe their talents are valued. We sincerely thank her".

Laurence John
Executive Director
Rules & Ethics Department of the Navajo Nation

"Linda is a veritable force of nature and undoubtedly one of the best live communicators I have seen – I am constantly amazed at her relentless passion for what she does"

Former Greek Minister for Tourism

"The CDMP Study Day was a very intensive day for me We were in class all day and the funny thing is that it has been one of the shortest days of my life. It is easy to lose track of time because you are an outstanding professor. Your extensive knowledge and teaching style helped me expand my knowledge of our industry. This program has a great deal of information, but it is information that I can apply and helps me professionally to be a knowledgeable and assertive professional in this industry that keeps evolving everyday.*

I am not aware of any other program that can provide such crucial and precise information about our industry.

*I highly recommend the CDMP Study Day, it really is a unique source of information that educates, empowers and motivates individuals to excel in what we do everyday.
Linda, my sincere appreciation for your professionalism, wisdom and your beautiful smile.
I am looking forward to seeing in 2010!"*

Griselda Zarate
Manager Account Services
Convention Sales Department
McCormick Place

Some USA quotes from attendees of the 2009 IAHP Certification Course in Meeting Planning:

"Linda's knowledge of the meeting industry is boundless and leaves you with the sensation that after 20 years in the industry there is still so much more to learn. Absolutely inspirational"

"Her commitment to the MICE universe, her passion and love for her work is truly contagious and inspirational.

I leave with a new vision of the industry and a desire to get back to work and implement all these ideas".