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Sherbet Events Comes A-Calling...

A doctor's 'calling card' is his own health. A teacher's calling card is her knowledge. A policeman's home is secure and safe. Rose Foreman's Sherbet Events calling card is the expeditious way she set up her new target niche group of customers with me.

Rose Foreman, saw **The Expat** magazine in one of the KLIA Limousines. She returned home to the UK and called the phone number listed inside the magazine. She spoke with me. She had an idea about marketing her events management company to the British expats in Malaysia. Within two weeks, her two-page article and her specially designed half-page ad were in **The Expat's** April issue. Keep in mind, she is in the UK and I am here in KL. This included payment in full into our bank account (no mean feat in itself).

Rose knows how to get things done and is nothing short of a perfectionist (albeit one with a most pleasant demeanour). She was a pure pleasure to deal with. I have dealt with other 'potential' advertisers that literally take over one year to decide, get the ad done, get it to me, etc., and without a two-page article to boot. The difference, I believe, is that Rose has a clear and firm vision. Within this same time period, she also got her company a strategic partnership with InterContinental Hotels Group, and get this, is in the process of agreeing to an affiliation with Malaysia Airlines! **The Expat** is one of her prime partners in getting the word out.



This is her calling card. She does events in the UK for expats living in Malaysia. Are you here as one of the many international school teachers who want to get married, but back 'home' with the family? Want to throw a surprise golden anniversary party for your parents back in UK?

You simply cannot afford the time or the expense of jetting back and forth and you already know that if you don't keep tight control, somehow, something will get screwed up. Rose proved her skills to me during our brief exchange. My only problem is I'm American. Hey, I'll bet Rose could get my family from Boston over to UK and celebrate our family reunion for me! Rose? Book us one of those dreamy medieval castles...

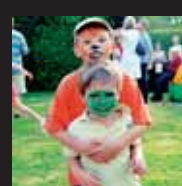
SHERBET EVENTS LTD

"You are in Malaysia, but would ideally love to have your special function back home in the UK. Sherbet Events Ltd. has now expanded their services to assist you in doing just that! No more logistical nightmares with long distance planning. One call to Sherbet and your dream wedding, anniversary celebration or any special events will be organised from inception to delivery!" Rose Foreman. Call +44 (0) 1462 646 966

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- Sherbet Events Ltd is a leading provider of Themed Parties, Weddings, Corporate Functions and Family Celebrations, all with one thing in common...they each have the special Sherbet "WOW" factor!
- At Sherbet, we pay critical attention to listening to what YOU would like and the requirements YOU have. We offer our professional advice and we remain committed to each client's special day by careful planning, managing and co-ordination.
- Sherbet's meticulous attention to detail is the key to our success.
- Even from Malaysia, you can rest assured that your special day will meet and even surpass your expectations.
- Best of all, you will be able to attend your event totally refreshed, relaxed and confident that every aspect will be perfect. Yes; you will be able to enjoy yourself!



Think we could be of assistance to you? Log onto www.sherbetevents.com to see what recent clients had to say about us.

Contact us to discuss your requirements at: roseforeman@sherbetevents.com