

July 24, 2020

Chris Buckley,  
Managing Director,  
Touchpoint  
cbuckley@touchpointms.com.au

Dear Mr. Buckley,

I am writing to express the appreciation of the Academy of International Business (AIB) for the great service provided to our organization by Touchpoint during our first ever virtual annual meeting – AIB 2020.

The whole Touchpoint team was hands on, and everyone worked really hard to make our conference the great success that it was. I am informed by our Executive Director, Dr. Tunga Kiyak, that he never received a “we cannot do that” or “that’s too difficult” from your staff. At all times they exhibited consummate professionalism together with a can-do attitude.

While your whole team worked hard, I believe it is appropriate for me here to recognize Erica Zarins and Daniel Branik. Both were with us throughout the experience, and Tunga has received many positive comments about how helpful and pleasant they were throughout the event. This is also my personal experience. When I was unable to enter the opening plenary of our Latin American & Caribbean Chapter conference, AIB-LAC 2020 (despite using the correct pasted-in credentials, which subsequently worked perfectly), with great aplomb, Erica parachuted me in with three minutes to spare, saving the day. There will always be teething troubles, but your staff handled them in a cool and efficient way, which gave so much confidence to us nervous academics. Erica also was extremely helpful in answering questions with me live before we were about to go into one panel, and in extricating me from a screen share I could not get out of. And, in another panel session Dan, your Technology Manager, was absolutely charming and reassuring to all the panelists.

I can honestly say it was a pleasure for us all, not only those of us on the organizational side of AIB, but also for all our conference participants to meet your excellent team – even if their cameras were switched off most of the time. And thank you for your own personal running of some of the training and provision of support to sessions!

Touchpoint contributed significantly to the success of our conference, and to the positive impression that our conference participants took away with them, that we had run a well-organized and most stimulating conference.

The Academy is deeply grateful to you and to your staff for your excellent service to us.

Sincerely,



**Jeremy Clegg**  
University of Leeds  
President, AIB