



26 April, 2013

To Whom It May Concern:

I am pleased to offer you an attestation of the talent of Mr. Edgar Vaudeville in his petition for O1 visa based on extraordinary ability. As Manager of Corporate Communications of Qatar Airways Worldwide with over ten years of experience, I fully appreciate the requirements of the field, as well as the talents that make a professional truly exceptional.

Mr. Vaudeville is within this upper percentage of rare gems within an already demanding and highly connected industry. Much of event planning involves close attention to the client or company's budget and expenditures. Mr. Vaudeville has a unique understanding of value of expenses for an event, walking the fine line of creating memorable elegance and cost effectiveness.

In mid-2010, I received a phone call from the W Doha. Mr. Vaudeville introduced himself and asked that we meet to discuss a potential partnership with Qatar Airways and the W, possibly through events in Doha, as well as other W locations around the world.

Immediately, I was extremely interested in a partnership with a 5 Star hotel, one that would meet the standards of our clientele and their high expectations. In fact, I met with many other PR Directors at other hotels for this very purpose, but Mr. Vaudeville's approach was highly proactive and action-oriented, in line with the approach I take to the media and PR opportunities which I manage globally.

My interest soared as Mr. Vaudeville offered out-of-the-box ideas that would be strategic for all parties. For example, he suggested that 10 VIP journalists from Asia fly to Doha along the airline's newly opened routes on the way to Istanbul, staying in W Hotels in both Qatar and Turkey. The journalists would then cover both the hotel and airline in the same trip without experiencing the additional costs of a separate trip for each entity. The plan was executed perfectly and the journalists had rave reviews of their travel experiences with our respective companies.

After such success initially, we were enthusiastic to synchronize activity with Mr. Vaudeville again. Our next PR activity was to partner with the famous travel magazine Conde Nast, which we received the cover page – a cost that would typically amount to more than \$40,000 in advertising costs to secure.

The amount of media attention was attributed to Mr. Vaudeville's approach to attracting high profile media to Qatar, a destination growing in awareness across the globe. Mr. Vaudeville managed to have all of the invitees attend with anticipation and who were highly impressed by Qatar, a 5 Star destination.



In addition, Mr. Vaudeville is a very diplomatic individual. Mr. Vaudeville organized the Iftar, the nightly fast-breaking meal during Ramadan, not just one night, but every night of the 29 days of Ramadan, which Qatar Airways sponsored. Organized through Mr. Vaudeville, our company sponsored the flights of nearly 20 internationally known musicians Mr. Vaudeville recruited from Lebanon for the nightly events. The nightly Iftars at the W Hotel in Doha is one of the top favourite spot by residents of Qatar.

All of our VIP guests, made up of celebrities, CEOs and other executives, who attended the Iftar events were extremely happy with the careful food choices, quality of the entertainment, and their experience overall.

It was very challenging to find a professional PR and Events Director in Qatar who would actually spearhead the entire partnership, as well as host our guests and support us during our shared promotion. Since then, we sponsor these events every year with the W Doha, but Mr. Vaudeville's presence is sorely missed after his move to Le Bristol in Paris. His ideas are always creative and focused on creating luxurious and memorable experiences in a style that makes guests feel special and welcomed.

Due to his exceptional talent, we continue to partner with Mr. Vaudeville wherever possible. Le Bristol is a known hotel amongst premium passengers and leisure/lifestyle media. Qatar Airways currently flies thrice-daily to Paris.

In short, Mr. Vaudeville's skills and talent are above and beyond what is typically needed in the PR and Events professional. I would be pleased and warmly welcome the opportunity to a new partnership, led, managed and executed professionally by Mr. Vaudeville in his new capacity in the United States.

Please contact my office should you have any questions regarding my endorsement.

Sincerely,

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Manager, Corporate Communications

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