

November 11, 2011

To whom it concerns:

At the end of September and beginning of October, 2011, I participated as the main speaker in a pair of events organized by Mihai Maties and his colleagues at Mastermind Communications. Although the events differed in several ways—one was for a diverse group of business professionals from multiple organizations, whereas the other was for a relatively homogeneous group of sales representatives from a single company—my experience with Mastermind's management of the events did not differ. It was first-rate in all respects. Issues of transportation, logistics, accommodations, communication, site security, and venue quality were handled professionally and without a slip-up.

As a consequence, my time in Bucharest was enjoyable, comfortable, and (most importantly) productive. I have little doubt that other speakers invited to Romania to participate in events managed by Mr. Maties and Mastermind Communications would have a similarly positive set of experiences.

Sincerely,



Robert B. Cialdini
Regents' Professor of Psychology and Marketing