

Jayne Pearce  
Head of Press Operations  
IAAF World Championships  
Alexander Stadium  
Walsall Road  
Perry Barr  
Birmingham B42 2BE

23 August 2017

Dear Jayne

What an amazing IAAF World Championships you and the team put on. I have been to a few, not nearly as many as you have, and I can say, without hesitation, these were the best I have attended.

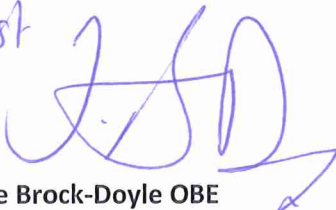
Having worked with you before I know the level of detail, planning, negotiation and collaborative work you and your team would have undertaken to make an event like this the success it was.

But more than that it takes real professionalism, experience, creativity and flexibility to deliver something so universally applauded by one of the toughest stakeholders on the planet – the media. And so much of that is down to you and the team you put in place.

I know well the many challenges you had to face in delivering for the Press – and Non Rights Holders - at this event so am doubly grateful and really delighted for you to hear all the great feedback directly from the media and via the IAAF Media Advisory Group.

It is always a great pleasure working with you. Your knowledge and advice is invaluable, your humour in all situations a godsend, your solution driven approach to challenges always welcome and as ever you were totally unflappable. Thank you!

Do please pass on our thanks, appreciation and gratitude to your whole team Jayne. I hope to catch up for dinner or at least a fire side G&T before the end of the year. In the meantime please wallow in the glow of a great job delivered and enjoy the praise you so richly deserve. They were off the charts amazing. Well done and thank you!

best  


**Jackie Brock-Doyle OBE**  
Executive Director, Communications

cc: Anna Legnani, Lavinia Maffia, Fred Sanchez