

## **Alison Margaret Partridge, President Proof Positive Solutions inc.**



Alison has worked in marketing and sales within the travel and tourism industry for over 30 years. Born in the UK, Alison grew up, and attended Queen's University in Canada. She has worked in Switzerland, New Zealand and in 1979 formed her own Public Relations & Marketing communications company based in South-eastern England, later to expand into Wales. This operated successfully for 14 years with a portfolio that included many of the larger tourism operators in Canada and

the USA.

Moving back to Canada, Alison worked as Director of Public Relations and Marketing at *The Butchart Gardens* in Victoria, BC , before setting up *Proof Positive Solutions (PPS) Inc.*, a marketing service devoted to ensuring the message, in English, is clear. Her clients range from tour operators in Bhutan, to local government agencies in China, to hotels in Jordan, to DMO's throughout South East and beyond.

**The common theme** – these highly professional organizations are translating their marketing material into English to appeal to the North American or British or Australian or any English-speaking market.

**The common problem** – in many cases, with the use of literal translation, the intent of the message is not clear, or the use of the English is not appropriate or contemporary.

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