

# PA ENTERPRISE

DeskDemon's Magazine for Executive PAs, Office Managers and Secretaries

April 2011



- **The PA in 2011 – what do you really think about your role today**
- **What do employers look for in a CV?**
- **Apps for Business – making your work life on the move easier**
- **How to organise your emails**
- **Monday morning blues**



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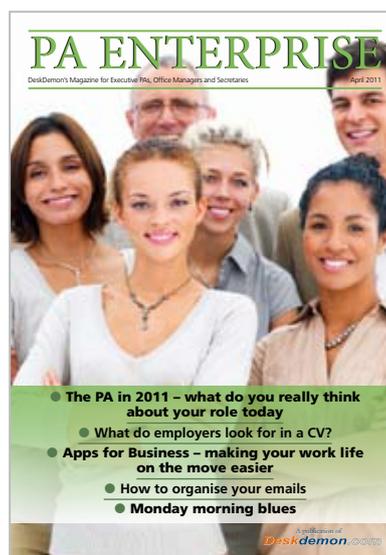
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## PA ENTERPRISE MAGAZINE

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## News Feature

# The PA in 2011

A new survey has highlighted what PAs really think about their role in today's economic climate - and how it continues to evolve.

A new survey conducted by Poolia recruitment specialists, shows that almost 60% of PAs do not mind if they work for a man or a woman - though intriguingly, 35% of those who expressed a preference would rather work with a man, and only 1.5% of those who expressed a preference would choose to work with a woman.

PA as  
'Gatekeeper'

In professional terms, three quarters of PAs still see their biggest function as acting as gatekeepers for their boss, shielding them from unnecessary administration. However, the relationship between assistant and assisted goes deeper, with over 98% reporting that the PA and boss would discuss personal matters freely. This could perhaps explain why 12% commented that a good PA is even more important than a good wife!

More  
involved in  
business

PAs are now much more widely involved in the business. Over 90% are now also dealing with office management, as well as being expected to turn their skills to events management, HR and finance and accounting.

Privy to  
company  
secrets

In addition, they enjoy high access to company secrets. 88% of those surveyed saw board meeting minutes, almost 78% could access employees' e-mail accounts, 70% were privy to employee grievances and disciplinary procedures and 73% were

aware of everyone's salaries. This growing role in the business has perhaps eclipsed the PA's more traditional role in their boss' personal life, with 75% of respondents saying they only spend 10% or at most, 20% of their time on personal activity. This includes buying presents, organising family events, personal shopping and holiday bookings.

Role  
misunderstood  
by colleagues

However, PAs still perceive many misconceptions about their role and qualifications amongst their fellow workers. In particular, they think other employees don't see them as career minded or ambitious, as having any qualifications or degrees and worse still, as not being necessary to the organisation.

## salary issues

There is also a growing disparity between workload and pay. Many - almost 30% - report their workload and hours have increased dramatically at the same time as their pay and benefits are down. As a result, many PAs are looking to move on, and 40% say their first reason for looking for a new job is pay. But other significant reasons for moving include career progression and quality of the work environment.

## Turning point

Gavin Warner, Poolia's Operations Director, sees the recent credit crunch as a new turning point in the role of the career PA: "There is no question that the personal assistant is once again centre stage in the business, and in the lives of the person they assist, even if the rest of the company doesn't yet see it and tends to undervalue them. Cutbacks in headcount have meant PAs have not only had to tap all their resources and skills to play a bigger role in the business. They are a key function in their boss' life, both at work and in running their personal lives.

"Businesses need to think carefully about the role of the PA in their organisation, tailor remuneration and create development packages to ensure they don't lose their PAs, along with very valuable company information."



News Round-up

**ITSECURITY**

**Protect against the new wave of Malware**  
**Free white paper shows you why traditional antivirus approaches aren't enough**

Managing and protecting against endpoint security threats continues to become more difficult for organisations regardless of their size. Malware of all types is becoming more virulent, its authors are becoming better at getting around current defenses and the profits generated by malware are funding new and more dangerous threats.

Osterman Research have produced a free white paper that discusses why older approaches don't work and provides new strategies for endpoint security to protect your users and data.

The white paper will demonstrate:

- The scope of the malware problem
- Where traditional antivirus approaches fall short
- Strategies to defend against these evolving threats

[You can download the white paper by clicking here](#)



**Writing mistakes magically disappear!**

Pilot have launched their new FriXion Point, which allows writing to be erased cleanly and over-written immediately with the same pen. This is an advance on the standard FriXion Ball as the patented Hitecpoint extra fine tip gives an increase of 40% more writing.

Both products have smooth, skip-free writing which erases cleanly by friction, leaving no debris, using the unique, durable end stud.

Slimmer than standard FriXion and shorter by around 7mm, FriXion Point has a new, stylish look, including neon caps with coloured end studs which depict the ink colour and 0.5mm tip size.

With its thinner line width, FriXion Point erases more easily than FriXion Ball, making it perfect for diaries, marking, sudoku and many other everyday uses.



**Google masterminds a mobile phone that doubles as a wallet**

Web giant Google has teamed up with MasterCard and Citigroup to develop a mobile payment system specifically for the Android phone. This effectively turns the Android phone into a portable wallet. Customers would just be able to wave their phone in front of a reader.

Experts claim it is a safer method of payment than magnetic strip credit cards.

The phone will also store shopping habits and trends so that retailers and businesses can more efficiently target consumers with discounts and advertisements.

## Inkspiration: The Story of BIC® Cristal®

From 1-30 April 2011 an exhibition of art inspired by an iconic brand will be held at the Museum of Brands, Packaging and Advertising in Notting Hill.

The BIC® Cristal® ball pen celebrates its 60th birthday this year and the Museum of Brands have chosen to show off this humble pen's abilities in art and fashion. Artists from around the globe have provided sculptures, portraits, haute couture dress and even 'Cristal' chandeliers. Alongside the exhibition the public is



challenged to fill a specially installed 'Doodle Wall' with their own creations which are 'inkspired' by the art work in the exhibition.



*Exhibits includes A Girl with a Pearl Earring, 2010, by artist James Mylne, a masterpiece recreated using a single BIC® Cristal®.*

### Quick Cristal Facts:

- 160 BIC® Cristal® pens are sold every minute in the UK – that's a couple of million per day worldwide!
- A single BIC® Cristal® pen can write for up to 2 kilometres
- Black ink is more popular in the UK, Italy and the Nordics, while the rest of Europe has a tradition of using blue ink
- The ball in the nib of each BIC® Cristal® pen is made of tungstene carbide powder and a fatty additive, and are vitrified in an oven to become almost as hard as a diamond
- The "BIC boy" that features in the BIC® logo was created at BIC®'s request by the French artist Raymond Savignac in 1961. This schoolboy with a ball point head and a pen hiding behind his back has become the emblem of the BIC® brand and all BIC® products

## Native Union launches the Moshi Moshi 05 – perfect for stylish Skype calls

Designed by the French designer David Turpin the MM05 handset combines classic style with a contemporary edge and is finished with a luxurious black soft-touch or white high-gloss texture. The handset has been manufactured with a high quality speaker and microphone and can be used with all mobile phones when fitted with the correct adaptor (sold separately) and when fitted with a USB adaptor (sold separately) can be used for VOIP computer telephone calls, such as Skype and Google Talk. The handset is fitted with a 3.5mm jack (compatible with the iPhone).

**The MM05 is available for £24.90 from [www.nativeunion.com/uk](http://www.nativeunion.com/uk)**



## Health



### Eating walnuts best bet for a healthy heart

Walnuts are top when it comes to superfoods, scientists say.

Research suggests regular eating of nuts can reduce the risk of heart disease, certain cancers, and type-2 diabetes, but it has not been clear which nut is best so scientists analysed the antioxidant content of walnuts, almonds, peanuts, pistachios, hazelnuts, Brazil nuts, cashews, macadamias and pecans.

Study leader Dr Joe Vinson, from the University of Scranton in Pennsylvania, said: "A handful of walnuts contains almost twice as much antioxidants as an equivalent amount of any other commonly consumed nut."

His team found that antioxidants in walnuts were between two and 15 times more potent than vitamin E. Around seven walnuts a day was the right amount to eat to get the maximum health benefit, said Dr Vinson.

### Put the kettle on! A cup of tea is as good for you as water

There's good news for tea loving office workers who rely on their cuppas to keep them going.

A study, commissioned by the industry-backed Tea Advisory Panel, has found that drinking four to six mugs of tea a day is as good for keeping yourself hydrated as a litre of water.

The finding disproves the idea that regular tea drinking can dehydrate the body because of its caffeine content. The research also found no negative health effects from drinking that amount of tea.



Volunteers drank either four 240ml mugs of tea over a 12-hour period – equivalent to just under one litre of tea – or a similar amount of plain, boiled water served warm.

Analysis found no significant differences between drinking tea and water.

Dr Carrie Ruxton, nutritional advisor to the panel, said:

'Tea is an excellent way to maintain healthy fluid levels. In addition, tea is a rich source of flavonoids, which have been associated with a reduced risk of heart disease and stroke.'

### End of the yo-yo diet? Scientists discover key protein which piles the weight back on

Dieters who struggle to keep their weight level after they have shed the pounds may be relieved to hear that a protein is to blame. Scientists at Maastricht University found a link between a gene involved in regulating blood pressure and post-diet weight gain in women. Apparently women who regained weight after slimming had a high change in the concentration of a particular protein in their blood during dieting.



Researchers now hope to develop a test to indicate how prone people are to yo-yo dieting. Edwin Mariman, professor of functional genetics at Maastricht, said: 'It was a surprising discovery, because until now there has been no clear link between this protein and obesity. It should be possible within a few years to use this finding to develop a test to show who is at high risk of putting weight back on after a diet.'

## The end of the business lunch?

**The business lunch is the latest employee benefit to suffer from the economic conditions, according to a new survey that has found 1 in 3 workers are being asked to use discount vouchers to keep the costs of lunchtime meetings and entertaining to a minimum.**

The survey, which questioned over 1,200 people across the UK, found that companies are increasingly asking employees to eat at cheaper restaurants and use voucher deals to help reduce expenses bills in light of the challenging business environment.

Simon Terry, director of money saving website DiscountVouchers.co.uk, which ran the survey, says: "Business lunches have traditionally been viewed as a perk, but in the current climate many companies are reviewing their procedures to reduce their financial commitment. While lunch meetings and entertaining are still key in terms of staff motivation and business relationships, the cost can be cut back significantly and savvy companies are now recognising this."

Restaurants offering voucher codes now vary from Pizza Express, Café Rouge and Strada, to Carluccio's and All Bar One.

Despite being told to cutback on expenses, 25% of those questioned said they still don't feel comfortable using money off vouchers at a business lunch or dinner, while 22% said they wouldn't feel happy about using them at a meal with their boss.

"A few years ago it perhaps wasn't socially acceptable to use money off vouchers at professional lunches," adds Simon. "With the increased availability of money off vouchers, together with a growing number of restaurants offering these savings, it is becoming easier and more acceptable to cut back on expenditure."



## Travel News

### **BA announces return of Malaga flights to London Gatwick**

British Airways flights to the popular Spanish city of Malaga have returned to Gatwick Airport. The flights have now moved back from Heathrow and have doubled in frequency, with up to four daily flights on selected days. This will increase to 27 flights a week from June 2011.

### **New baggage centre for Gatwick passengers**

Left Baggage, the UK's storage expert, is opening its new Gatwick concourse baggage centre.

The new centre will offer customers a secure place to leave their suitcases, valuables and any other belongings that they do not wish to take with them on their travels.

### **Virgin Atlantic to grow vegetables on-board flights**

This month Virgin Atlantic has begun a trial period where the airline will provide fresh herbs and vegetables from a specifically designed 'vegetable patch' in the galley of all aircraft for Upper Class passengers.

Apparently Virgin are concerned about the effective doubling of food miles (those to the kitchen plus those in the air) and the possibility of new EU food mile labelling legislation threat.

**Hotel News**



**Corinthia London**

**Corinthia London – historic luxury hotel**

The international family-owned hotel brand Corinthia has opened its first UK site in a historic building that was last used as a hotel before World War II.

Corinthia Hotel London, located on Whitehall Place, opened its doors as a five-star luxury hotel on 2 April 2011, in time for the Royal Wedding.

The building was purchased in 2008 by Corinthia Hotels, and has since been under refurbishment to turn it back into a hotel.

“After years of meticulous restoration, we are delighted that Corinthia Hotel London is now at its final stage of completion,” said general manager Matthew Dixon. “The hotel will be a dynamic London landmark where the past meets the future.”

The hotel aims to offer “a 5-star experience with a contemporary edge”. It consists of 294 rooms, including 43 luxury suites.

[www.corinthia.com](http://www.corinthia.com)

**Accor to open first MGallery luxury hotel in UK**

Accor is to launch its first upscale MGallery hotel in the UK following the £30m refurbishment of London’s St. Ermins hotel under new owners, with a date of 6 April to re-open.

St. Ermin’s boasts the grand spaces and modern facilities of a large London luxury hotel whilst enjoying the comfort and individuality of a boutique hotel.

The hotel is a focal point for meetings, with has 15 bright and airy meetings and events spaces, each with its own individual character and design.

[www.sterminshotel.co.uk](http://www.sterminshotel.co.uk)

**Bespoke Hotels brings 5-star hotel to Liverpool**

Luxury and boutique hotel operator Bespoke Hotels is giving Liverpool a taste of 5-star accommodation with the opening of their Layla hotel.

The luxury hotel, which has 84 rooms, has given a new lease of life to 3 restored 1920s buildings on the corner of Thomas Street and Dale Street. Bespoke Hotels plans to open in the late summer.

The Layla Hotel will be home to The Annexe, a restaurant which will offer an a fine-dining experience and features an eye-catching circular bar. For a relaxed dining experience, there will be Madison’s, a New York-style brasserie.

The hotel also offers guests access to an indoor pool, spa, gym, cigar terrace and wine tasting room, as well as the option of a private cinema screen for the evening.

[www.bespokehotels.com](http://www.bespokehotels.com)



**St Ermin's Hotel**



**LONDON'S**  
**EVENT SHOWCASE**  
**RSVP11 | 19TH - 20TH APRIL**  
**BUSINESS DESIGN CENTRE**

IDEAS & *entertainment* FOR EVENTS

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**RSVPA**

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**Competitions**



**'LIFT' YOUR DAY WITH NESCAFÉ® ORIGINAL!**

**Nestlé Professional® is offering the first 10 lucky PA Enterprise readers to respond, the chance to win a 750g tin of NESCAFÉ® Original coffee, a DVD of the 2009 Disney-Pixar smash hit movie 'Up' AND to be entered into a prize draw to win a hot air balloon experience, as part of the new NESCAFÉ® Original 'Lift your day' campaign.**

Neil Stephens, Managing Director, Nestlé Professional®, comments: "This promotion is underpinned by our commitment to sharing value and rewarding loyalty. Made from 100% pure and natural coffee beans and with a full, rich flavour, NESCAFÉ® Original is undeniably the nation's favourite brand. This campaign looks to remind our customers why they can rely on it to provide that daily 'lift' that it does so well."

**This offer is exclusively first come, first served! To enter, send an email entitled 'Lift my day with NESCAFÉ®' with your full name, address and contact details, to [nescafe@deskdemon.com](mailto:nescafe@deskdemon.com) by the end of May 2011 for your chance to win.**

**Win a Nespresso coffee machine!**

Book your company's meetings at any participating Crowne Plaza or Holiday Inn hotel in the UK and, as a thank you, they'll send you a stylish Nespresso Citiz coffee machine when your bookings reach £5,000. And coffee won't be the only thing running smoothly. Sign-up and you'll have access to your very own meetings account where you can log your meetings and keep a track of your progress, all in once place. And while your boss enjoys successful meetings, you'll be enjoying great coffee!



[CLICK HERE TO ENTER](#)

**Win Designer Shoes with Brother!**

Nothing feels better than being highly organised...apart from winning a pair of fabulous designer shoes worth up to £500! Using a professional electronic Brother labelling machine around the office can make it easier to locate files, documents and equipment and helps you stay super organised.



**Brother have got three fantastic £500 designer shoe shopping vouchers to give away to you label lovers out there.**

All you need to do is answer a simple question and submit your details and you'll be on your way to those long lusted over shoes.

[CLICK HERE TO ENTER](#)



### The Regus survey

**Help Regus help your meetings and give yourself a chance to win an Amazon shopping voucher worth £250.**

Whether arriving by plane, train or automobile, Regus would like to know more about your meeting room habits.

Complete the quick and easy survey for your chance to win an Amazon gift voucher.

[CLICK HERE TO ENTER](#)



### Win a Digital Camera with AF International

Dirt, dust and greasy fingerprints makes screens difficult to read and may lead to headaches, eyestrain and wrinkles in the delicate skin around the eyes.

You can protect yourself by using AF International's screen cleaners. They are all anti-static, non-flammable, non-smearing and OEM approved. Use AF Screen-Clene products, or for Plasma Technology the Multi-Screen Clene range is the preferred option - this concentrate can be used on ANY type of screen.

**Answer 3 questions online and you could win a Canon Powershot Digital Camera! There are 50 runner up prizes of AF screen wipes.**



[CLICK HERE TO ENTER](#)



### Coffee and chocolate Goody Bag!

Kraft Foods are trying to find out about your office coffee requirements in order to help them meet your needs.

Please take a few minutes to fill in the online questionnaire. **The first 300 responses will receive a goody bag containing some coffee to share in your office, a Terry's Chocolate Orange and a Cadbury Dairy Milk Caramel Bunnies 2 pack.**



[CLICK HERE TO ENTER](#)

Event News

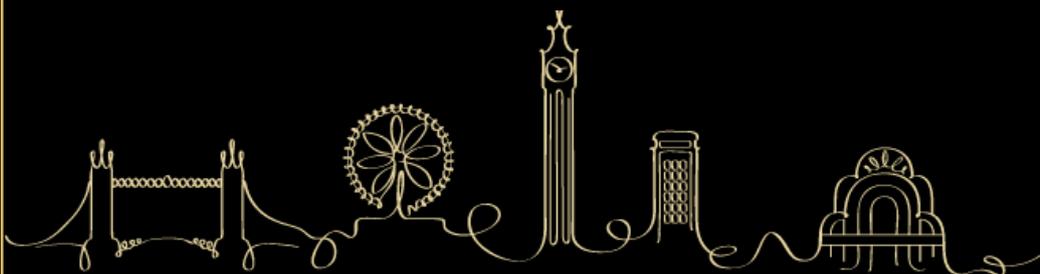
**LONDON'S**

**EVENT SHOWCASE**

**RSVP11 | 19TH - 20TH APRIL**

**BUSINESS DESIGN CENTRE**

IDEAS & *entertainment* FOR EVENTS



RSVP 2011: London's Event Showcase: Ideas and Entertainment for Event People  
19th – 20th April Business Design Centre, Islington N1

Visit [www.rsvpevent.co.uk](http://www.rsvpevent.co.uk) for full event details and features

This unique event is dedicated to the corporate hospitality, entertainment, party and special events industry, and is a must-attend event for any PA responsible for organising events.

- Talk to the UK's most creative and best suppliers to make your next event a roaring success.
- Visit RSVPA to learn all the tricks of the trade from the UK's top PAs.
- Visit the Event Master Class and get greatest ideas and inspiration for your next event.

London's Event Showcase will draw on the creative talents of the UK's leading event suppliers to present an exciting sensory experience for visitors.

It will inspire guests by showcasing event suppliers, new ideas and provide a rare chance to see, hear and taste the latest industry trends and experience the most exciting entertainment.

The Showcase presents a series of dedicated areas designed to provide you with access to all the latest and very best products, services and industry knowledge to help inspire your next big event.



**ENTERTAINMENT SHOWCASE**

Meet some of the UK's best performers, entertainers and the event world's most unique characters and see how they can add that extra exciting dimension to your event.

**VENUE SHOWCASE**

Visit the Venue Showcase to source and experience some of the most unique and special venues in the UK - venues, bars, clubs, hotels, blank canvas spaces.

Be inspired and talk to the venue teams about how they can help you create that next amazing event.

**TASTE SHOWCASE**

Tantalise your taste buds and sample some of the UK's top restaurants, bistros, bars and catering companies' most

**Opening Times**

Tuesday 19th April, 9.00am – 19.00pm

Wednesday 20th April, 9.00am – 18.00pm

**Venue:**

The Business Design Centre, 52 Upper Street, Islington, London N1 0QH

[www.businessdesigncentre.co.uk](http://www.businessdesigncentre.co.uk)

**Registration and entrance are free of charge.**



innovative cuisine -canapé style and funky cocktail mixology. The Taste Showcase is your chance to meet the chefs, cocktail waiters, venue managers to discuss menu options and current food & drink fashions.

### **PRODUCT SHOWCASE**

View all the latest products and services from some of the UK's top event suppliers and theming companies that will help transform your event.

### **THE PERFORMANCE STAGE**

The main performance stage. Come and watch some of the best in UK entertainment first-hand and capture your imagination for what is possible at your event.

### **THE POP-UP KITCHEN FROM CHEFS ON STAGE**

One of RSVP's brand new features and will allow you to see, smell and taste some of the most cutting edge event cuisine, from some of the industry's most creative catering companies and chefs, as they each present a 30 minute cooking master class.

### **IDEAS SHOWCASE**

The place to stop off if you are in search of some inspiration and exclusive new content to lift your next event off the ground. This quirky area will provide the most original ideas and unique event solutions that you could need.

### **EVENT MASTER CLASS**

RSVP London offers an educational and inspirational series of discussions led by industry experts covering the very latest topics and issues in events.

### **RSVPA**

A dedicated feature in the show giving PAs, EAs and Office Managers the opportunity to meet new suppliers, network with industry peers and visit first-class seminars lead by event experts, aimed to inform, educate and entertain.

### **RSVP SHOWCASE BAR**

The perfect meeting point to relax with a cocktail or glass of fizz and discuss your findings with friends & colleagues or network with new event contacts.



### **THE POWDER ROOM - PRESENTED BY THE POWDERPUFF GIRLS**

Visit The Powder Room at RSVP to be transported into a haven of glamour and beauty. The Powderpuff Girls will pamper and preen with complimentary beauty treatments - makeup, hairstyling and manicures.

### **THE ENERGY POD - PRESENTED BY INSPIRIT LONDON**

Running out of steam? Enter the Energy Pod and in only 10 minutes, the team at Inspirit will soothe your muscles, relieve your tension, drive away your stresses and leave you invigorated for the day's activities.

# What do employers look for in a CV?

How much time do you have to make an impression on a potential employer? It can be a matter of seconds. According to a CareerBuilder.co.uk survey of 194 UK employers, nearly one-third said they spend one minute or less reviewing a CV. 14% spend 30 seconds or less. In a time when competition for jobs is fierce, the new study reveals what employers said they look for in CVs, what makes them instantly pass on a candidate and the most unusual CV blunders.

One of the key findings from the survey speaks to the importance of being honest. 23% of UK employers said they caught a lie on a CV in the past year, one of the leading ways to seriously hamper chances for landing the job.

When asked what would make them automatically dismiss a job candidate, it's no surprise that spellings errors and typos were cited most often. **Other turn-offs include:**

- large blocks of text that are difficult to read – 36%
- exact text from the job ad pasted into the document – 36%
- no cover letter – 26%
- CV that is not customised to the position – 25%
- CV that is three pages or longer – 18%
- CV that has an objective instead of a career summary – 17 %
- CV with an unprofessional email address – 16%

"You want to stack the deck in your favour when writing a CV," said Tony Roy, president of CareerBuilder EMEA. "Make sure to highlight key accomplishments with quantifiable results, so employers can see how you put your skills into action. It's also important to remember that employers often use electronic devices to screen and rank CVs. Pepper in keywords from the job ad into your CV as it relates to your experience to improve your ranking."

While UK employers will look for a wide variety of skill sets, the **most popular keywords** they said they use when scanning CVs are:

- Communication skills – 68%

- Problem-solving skills – 62%
- Computer software skills – 44%
- Customer satisfaction or retention – 34%
- Leadership – 32%
- Productivity – 32%
- Project management – 29%
- Sales – 18%
- Web or Internet – 17%
- Management – 17%

When asked to share examples of the **most unusual CVs** they have come across when searching for job applicants, employers in Europe reported the following:

- CV was written in rhyme.
- The only words written on the CV were the candidate's name and phone number and the phrase "I want a job."
- Candidate listed lion tamer under hobbies.
- Candidate included mystery shopper under her experience, but didn't reveal the name of the employer because "it's a secret."
- Candidate's photograph on the CV didn't match the person the hiring manager spoke with on Skype (different ethnicity).
- CV was written on a page torn out from an exercise book.

In an earlier CareerBuilder survey HR managers shared some of the more memorable blunders they saw from job applicants:

- Candidate put God down as a reference (no phone number).
- Candidate claimed to be a direct descendant of the Vikings.
- Candidate's email had "lovesbeer" in it.
- Candidate listed "Master of Time and Universe" under his experience.

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\* T&C apply. Price based on lowest UK price & excludes services

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COMMUNICATION



# Apps for business

## making your business life on the move easier

The revolution in smartphone technology has turned mobile phones into travelling offices. Numerous productivity applications have been developed to enable business executives keep a knowing eye on their operations while not being physically present at the office. Business is now literally in the palm of your hand!

There are whole host of apps specific to the needs of office workers, who need to be able to read, write, store and retrieve documents, spreadsheets and presentations. Others are invaluable for people who travel extensively.

Here are a selection of some of the most useful apps for office workers on the go...



## TRAVELLING

### GateGuru

Do you get frustrated in airports? Not sure where the freshest food is or where the closest gift shops are located? Stuck with a long layover only to have a terrible meal? Walking around aimlessly in hopes of finding a good book for your flight or that last minute souvenir for your loved one? If you can relate to any of these situations, then GateGuru is for you. GateGuru tracks down the restaurants, shops and amenities in airport terminals.



### FareCompare

This phone app tracks the real-time price of routes from your home airport, and alerts you when the fare drops, up to six times a day



### Flightstats

Track your flight status in real time, plus find out airport delays, weather and traffic conditions around the airport.



### Tripit for Business

This is an online service to help organize travel for your office. PAs and office managers can make itineraries for the travelers in their office. Travellers can see their itineraries anywhere, anytime, online or on the smartphone of their choice. PAs can also make custom groups to allow coworkers in a group can view each others plans.



### FlightTrack Pro

This flight tracking app lets you import flight data automatically from any airline confirmation email and get push alerts with real-time changes to your flight. Get real-time flight itinerary updates, and zoomable maps. FlightTrack Pro has everything you need to stay on top of your trip.

## COMMUNICATION



### Meetme

Whenever you are planning a meeting with an associate or friend, use Meetme to find a place to meet in the middle. Simply input both of your starting locations and check out your options. You can narrow your search by venue and find just what you are looking for. Once you know what you want, send an email with directions for both you and your associate.



### Contacts Journal

This contacts app goes beyond email addresses and phone numbers. With Contacts Journal, you can take notes on the conversations you have with individuals and keep track of dates that you meet. This way, you will easily be prepared for future meetings by reviewing your notes.



### LinkedIn

Manage your business contacts with the LinkedIn app. Browse your business connections from your iPhone, and be ready to establish new contacts with LinkedIn's free app.



### WhosHere

Turn your iPhone or iPod Touch into an instant tool to find nearby people of similar interests. WhosHere automatically shows you people that are closest. Whether your looking for a friend, a date, or want to do some professional networking, WhosHere will instantly show you people who share your interests and who are nearby to you.

We'd love to hear which apps you find most useful in your business lives. Email [editoruk@deskdaemon.com](mailto:editoruk@deskdaemon.com) or leave a blog entry - [CLICK HERE](#)

*Turn the page for more business apps*

## SECURITY



### My Eyes Only™

Use this iPhone Password Manager App to secure passwords, credit cards, IDs and other personal

Information on your iPhone and iPod Touch. This application is designed to protect and keep your important personal information for your eyes only.



WaveSecure

### WaveSecure

This app protects your phone, data and privacy in the event of loss. You can:

Track, locate, lock and secure your mobile so it becomes worthless to the thief. Back

up data straight from your phone or remotely on the web. Wipe your data if you are unable to recover your lost phone. Protect your privacy by triggering a remote wipe to delete all private data.



### LogMeIn Ignition

One touch on your iPhone or iPad lets you remotely access your computers anywhere, anytime and manage your files on the go. Directly control your desktop as

if you're sitting in front of it, access your computer applications as if they were on your iPad, and view or manage files directly from your iPad/iPhone.

## BUSINESS PRODUCTIVITY



### Dragon Dictation

When you don't have time to type emails, notes, correspondences, and presentations use Dragon Dictation App on your

iPhone. You can talk while you drive and have all your information typed up and ready to store by the time you reach the office.

Dragon Dictation is an easy-to-use voice recognition app that allows you to easily

speak and instantly see your text or email messages. In fact, it's up to five times faster than typing on the keyboard.



### Documents To Go by DataViz

Word, Excel, PowerPoint & PDF Files on your Smartphone or PDA

Leaving your office or leaving your laptop behind does not have to mean leaving your Vista Infocritical files and work behind too. Now you can work smarter, save time and be more productive by using files (view, edit & create) right on your smartphone or PDA.



### Scanner Pro

Scanner Pro transforms iPhone into portable scanner. It lets you scan multipage documents, email them and even upload to Dropbox,

MobileMe iDisk or other server.

Scanner Pro easily handles situations when you have a hard copy document that should be sent by email and there is no scanner nearby.



### Evernote

Evernote turns the iPhone, iPod Touch and iPad into an extension of your brain, helping you remember anything and everything

that happens in your life. From notes to ideas to snapshots to recordings, put it all into Evernote and watch as it instantly synchronizes from your iPhone to your Mac or Windows desktop.



### EasyTask Manager

Your personal task manager. Carry a digital to-do list with you, prioritise tasks, and add them to a calendar - all for free.

We'd love to hear which apps you find most useful in your business lives. Email [editoruk@deskdemon.com](mailto:editoruk@deskdemon.com) or leave a blog entry - [CLICK HERE](#)

P-touch

brother<sup>®</sup>  
at your side



### Keynote

Keynote lets you create presentations with powerful yet easy-to-use tools and great effects. Open, save, and email

slideshows as PowerPoint files.

Once you've chosen the perfect canvas for your presentation, simply substitute your own words and images for the placeholder text and graphics.

Easy-to-use tools let you add elements such as tables, charts, media, and shapes to your slides. With the Media Browser, you can drag and drop photos from your iPhoto or Aperture libraries, movies from your Movies folder, and music from your iTunes library.



### WorldCard Mobile

This app will capture the information on business cards, therefore removing the need to enter any information manually.

It uses the built-in camera to take an image of the business card, which is then scanned within the software using Optical Character Recognition. OCR transforms the image into editable text. Once this is deciphered, the application will then separate the blocks of information into fields on a contact card such as name, address, fax, email, job title and so on.



### Zosh

Emailed forms can be filled in and signed from your iPhone.

Zosh is an innovative new application that lets you fill in PDF, Word, Excel, PPT, BMP, JPG, GIF, and BMP documents. Insert text, dates and signatures using the patent pending signature tool. Sign documents using your finger and the iPhone touchscreen, then transmit the completed documents as standard PDF files.

Nothing feels better than being highly organised...

...apart from winning a pair of designer shoes worth £500\* with Brother electronic label printers



PT-2030VP



PT-1290DT



PT-2730VP

By using a Brother P-touch labeller around the office you'll be more organised and no longer waste valuable time trying to find files, documents or office equipment. Plus, our must have labels now come with the chance to win one of three pairs of designer shoes worth up to £500 – just enter our competition today by visiting [www.deskdemon.com/shoes](http://www.deskdemon.com/shoes)

To buy a Brother labeller contact your preferred supplier today, and for a chance to win a pair of designer shoes or to find your nearest retailer, visit [www.deskdemon.com/shoes](http://www.deskdemon.com/shoes)

\*Terms and conditions apply, see [www.brother.co.uk/shoes](http://www.brother.co.uk/shoes) for details.

The background of the page is a close-up photograph of several interlocking puzzle pieces. The pieces are light brown or tan in color. On the surface of the puzzle pieces, a large, blue '@' symbol is printed. The symbol is slightly out of focus, giving it a soft, ethereal appearance. The puzzle pieces are arranged in a way that suggests a complex, interconnected system, likely representing the complexity of email management.

# Email Management

– taking its toll on UK workers

A survey of over 1,000 UK office workers has revealed that many of us are swamped by emails and have little idea how to manage them effectively. Up to one working month a year can be devoted to the task.

Star, provider of communication services to UK businesses, conducted an independent survey which reveals that 1 in 5 British workers use up a total of 32 working days a year managing their email. More than 1,000 UK workers responded to the survey, which was commissioned by Star to gauge attitudes towards email management in the workplace, and follows estimates that the typical corporate user sends and receives some 110 email messages a day. 19% of employees spend up to an hour each day managing emails, with a further 20% spending more than an hour each day.

### No management system

When asked about the systems they use to manage their inboxes, many workers admitted that they had no rules or filing systems in place to organise messages. 42% of workers prefer to keep all emails in their main inboxes, without creating folders. 11% said they have created dedicated folders but do not often use them, whilst only a small proportion, 6%, had created automated rules to store their emails.

### Losing the battle

This may explain why almost one in three of UK workers feel they are losing the battle with email. 17% now feel that their working days

revolve around reacting to emails, while 14% felt that they were drowning in emails and unable to deal with them effectively.

Interestingly, the over 55s feel less swamped by email than their younger counterparts; more than half of this age group (54%) feel that they are completely in control of their email, compared to just 41% of those aged 16-34.

### Legal requirements

Martino Corbelli, Marketing Director of Star, commented, "It is clear that workers are increasingly overwhelmed with the volumes and want support with how to stay in control of their inboxes.

"The issue of email management, and particularly email retrieval, is about more than just efficiency and productivity, or even managing stress levels. There are legal requirements stipulating not only the retention and protection of email but also requirements which oblige businesses to make email records available within a given timescale."

### Help needed

Martino concludes: "It's vital that companies do more to help employees manage this unstructured data, not only to help them feel less swamped by their inboxes, but also to ensure that, should they need to, they could comply with legal obligations to produce email correspondence."

## How to stop spam emails

- **Do not open** spam emails or click on links in spam messages.
- **Don't buy anything from a spammer** – you risk comprising your security and infecting your computer with malware.
- **Don't be tempted to reply.**
- **Don't threaten the spammer** - this could expose you to legal action.
- **Avoid 'unsubscribe' options.** Far from removing the menace, clicking it will confirm that your address is active and probably attract even more spam.
- **Use a disposable email address.** You could use this account especially for buying online or writing to newsgroups. If you find that you are getting a lot of spam at this address, you can simply delete it and set up another.
- Be wary about giving out your main email address.
- **Never reveal your email address on your website.** If you have a website, putting your email address on it will be easy fodder for a 'spambot' that is harvesting addresses. You could use a web contact form instead.
- ISPs are increasingly providing a **blocking service.** Be aware that you may have to actively mark an email address as 'not spam' or messages will go straight into a folder entitled 'Spam' or 'Junk'.

# How to organise your emails

With office workers often feeling overwhelmed by emails, Rich Talbot offers his advice about how to organise your emails and get back in control of your inbox

**W**hen I first started working in an office environment I would get hundreds of emails every day. Regardless of the various types of office work I have done since then, I have always had huge numbers of emails each day. If I had not found a method of organising these emails then I would never have achieved anything since I would have been thoroughly overwhelmed.

## Categorising

I began by categorising the types of emails I received each day. These generally fell into the following categories;

- emails from clients
- emails from contacts
- Spam and junk emails
- personal emails
- colleague emails
- auto-generated system emails.

There are several ways to organise them. The aim is to ensure that you can find emails at a later date easily and without the need for extensive searches.

## Reduce Spam

The first step should always be reducing the amount of Spam that reaches your inbox. Sometimes a company can receive so much Spam that there is no way they can physically read and deal with it all. There are many software packages designed to deal with this problem and increase security such as Websense, which was formerly Surfcontrol and BlackSpider. These allow Spam emails to be dumped without ever reaching the employee. A report can be generated to view the emails in case anything designated and removed as Spam is in fact required. Once a Spam filter is in place, this should dramatically decrease the amount of time you spend reading and deleting emails

as well as stopping rogue emails penetrating your system.

## Structure

The remaining emails should be easier to manage since they are easier to categorise. Consider the type of work you do and look for a structure to sort the emails. If you are an account manager for example then it might be worth organising your emails via client.

Microsoft Outlook does allow you to create a simple folder structure. Create one folder per client along with any sub categories you may require. Each time an email comes in you can simply drag it into the correct folder. This will make searching for the email at a later date much easier, particularly as the emails can be automatically sorted by date, sender and a number of other categories. Separate folders can be created for personal emails.

## Automatic rules

An employee can further utilise this structure by creating automatic rules to place emails in folders directly without having to read them first. A folder with an unread email will show up as bold just like the Inbox. This is more useful for the system generated emails.

One company I worked with had the system automatically generate emails for a number of procedures that I would

never need to be informed of. Having set up a folder to contain these emails I set up a rule, which automatically sent them to the folder.

Every now and again I would quickly skim over them and mass delete them. Rules are a brilliant way to organise emails since there are so many different aspects you can sort on and you can even delete automatically. The rules are very simple to set up since it is via a simple wizard format showing all the options on tabs. From the Tools menu select Rules and Alerts and create a new rule.

## Sent emails

Inbox emails need to be organised, but do not forget that Sent emails can be just as vital to arrange. I have had a problem many times where I have completed some work for a client who then says I have not done what they asked for. It is very satisfying to be able to send them the email I saved where they requested exactly what I gave them. The sent emails should be organised in the same way as the Inbox to avoid confusion.

At some point it may be worth going through all the emails and archiving anything that is no longer relevant. In this way you will be able to feel in complete control and manage your emails effectively.

Article Source: [EzineArticles.com](http://EzineArticles.com)



http://www

## Third of UK broadband users disappointed with speed

A third of UK broadband customers feel let down by their broadband speed, according to a survey of over 10,000 British broadband users by Broadbandchoices.co.uk. This is the highest level for four years and shows speed dissatisfaction has doubled since 2008. The market researcher called it a "problem of expectation management", as the top speeds advertised are rarely achieved. O2 ranked top for broadband speed in the customer satisfaction survey, whilst Plusnet was also highly commended. Broadbandchoices said it supports recent efforts by Ofcom to provide more realistic marketing of broadband speeds, focused on typical rather than top speeds.

## Broadbandchoices.co.uk's top tips for maximising connection speed:

### ① Test your speed

If you haven't already done so, use a speed tester to measure the speed at which your broadband connection is running. This will allow you to see what difference the following suggestions make to your speed. Find one at <http://www.broadbandchoices.co.uk/speed-test.asp>.

### ② It's good to talk

If you're not getting what you expected from your broadband company, give them a call. You may be able to boost your connection speed simply by asking them if there is anything they can do to help.

### ③ Reposition your router

The position of your router can have a significant effect on the quality of your wireless connection. Place it in an area where the signal will be affected by as few obstructions and little interference as possible. For example, away from appliances which emit wireless signals (e.g. cordless phones) and avoiding barriers (such as walls and doors) between the router and your computer.

### ④ Spring clean your cache

Every time you visit a webpage, your browser will store, or "cache" it. All these items stored in your cache do take up space and over time it can get very full. Periodically clearing out your browser's cache will enable it to function more effectively.

### ⑤ Upgrade your browser

If you are unhappy with the browsing speed of your connection then you should definitely consider installing a newer web browser. Using the latest browsers can greatly reduce the time it takes to download a web page. Check [www.download.com](http://www.download.com) for free downloads of the latest browsers, but you should be careful when making any changes to the settings on your computer.

### ⑥ Monitor your applications

There are many applications (such as RealPlayer or Windows Updates) that may

discreetly start running when you log in to your computer and these may slow your connection down. Set these applications so they don't run automatically - this should make a noticeable difference to your connection speed.

### ⑦ Disable P2P software

P2P applications often continue to run in the background even when you think you've turned them off as they continually upload and download - this will not only slow you down but can also use up your download allowance. To avoid this, check the settings and set the programme to "no peer to peer", so it won't run when you're not using it.

### ⑧ Loathe thy neighbour

If you have wireless broadband, the first and foremost thing you should do is secure your wireless network. If you are unwittingly sharing your connection with unauthorised users then they will be using up valuable bandwidth. This means that the speed of your connection and download allowance could take a battering, not to mention the security threat this poses.

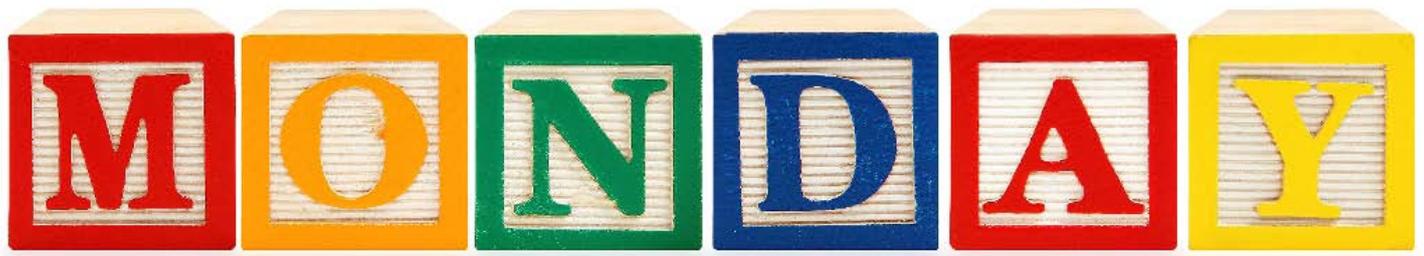
### ⑨ Traffic jams

The time of day at which you go online can greatly affect connection speeds. When lots of people are trying to access the internet at the same time there is increased traffic on the physical phone lines and also each website's servers. Heaviest traffic is usually in the evenings, so to benefit from the fastest speeds you should try to surf when internet traffic is low. If you have heavy downloading to do, you will get the fastest download speeds during off-peak periods.

### ⑩ Switch

After all these measures, if your current package still isn't giving you the speed you want, it may be time to switch. The speed you will be able to achieve does depend on some factors outside your control - such as your distance from the telephone exchange. Evaluate the time and money needed to improve on your current connection and decide for yourself if it's worth an upgrade.

[www.Broadbandchoices.co.uk](http://www.Broadbandchoices.co.uk)



# Could Monday morning be the most stressful time of the week?

By Martin Hogg

The reasons why Monday morning can be so depressing needs little explanation for most of us: it is the first day back to work (or school for children): back to getting up early after two days off for many of us: the next weekend seems a long way off and we are thinking about all of the things we need to do before then. On top of all this, there is the Monday morning 'school run' or the commute to work - maybe both.

Of course, the effects of this -not only for our personal well-being but also that of those around us- can be great. Depression often leads to intense frustration, stress and anger. This in turn can cause a 'vicious cycle' to form where this anger can cause greater depression, stress and the cycle continues again. Of course this is bad enough at any time of the week, but on

a Monday morning and the start of the working week, it can have consequences for the whole week ahead. A bad start to a Monday morning can cause us to view the whole week as bad - and if we think this, a bad week is what is likely to be the case.

***So what should we do to minimise depression and stress during this most depressing time of the week?***

## **TRY TO GET MOST THINGS THE NIGHT BEFORE**

There is nothing worse than having to rush around on a Monday morning, ironing those creased trousers that should have been pressed at the weekend and scrambling round for shirts, ties and so-on.

It can also be a good idea to make any packed lunches and get change for the bus ready the night before so that come Monday morning, these are all ready to be simply picked up before leaving the house.

## **TRY TO GET UP EARLIER SO THAT THERE IS NO NEED TO RUSH**

Eating breakfast over the sink in a mad panic is bound to cause stress, and in turn, this stress can easily lead to anger. If possible, try to get out of bed half an hour or even an hour early. Sit for a while and watch the television, slowly eat breakfast and allow plenty of time to get ready. For men this could also mean plenty of time for a shave and for women, putting on make-up - rather than doing this on the bus! This will not allow stress to take hold and we should be in a far better mood to start the week.

## **HAVE SOMETHING TO LOOK FORWARD TO DURING THE DAY OR FOR MONDAY EVENING**

This is the main problem with Monday - the weekend has finished and the week ahead seems long, with a long time to wait before the next weekend. By allowing



ourselves a treat to look forward to at Monday lunch – or even better during the evening – can help get us through Monday morning.

This could be anything simple from buying something we want at the weekend and not using it until Monday (such as playing a new CD or starting to read a new book) or even looking forward to eating a desert after our evening meal.

### **TRY TO THINK OF POSITIVE THOUGHTS**

This is far more difficult to do in practice than it seems - especially if it is a particularly grey and cloudy Monday morning. However, the person who 'sees the glass half full' is often far happier than the person who sees it 'half empty'. By thinking positive and enjoying the simple pleasures of life can make all the difference. If our

journey on the bus is half an hour, instead of viewing this as wasted time, use it as time to relax and think of new ideas and things to do.

Martin Hogg is a Coach and Counsellor at Birmingham Social Enterprise Citizen Coaching UK. Citizen Coaching helps people achieve a better quality of life through improving relationships. Martin runs regular Anger Management and Stress Management workshops in the UK. Visit [www.citizencoaching.com](http://www.citizencoaching.com)