

PA ENTERPRISE

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

May 2011



- **Top Learning Personality Traits**

- **The 5 biggest mistakes people make in giving Presentations ... and how to avoid them**

- **Top Tips for business travellers**

Travel / Hotels / Venues / Technology / Competitions

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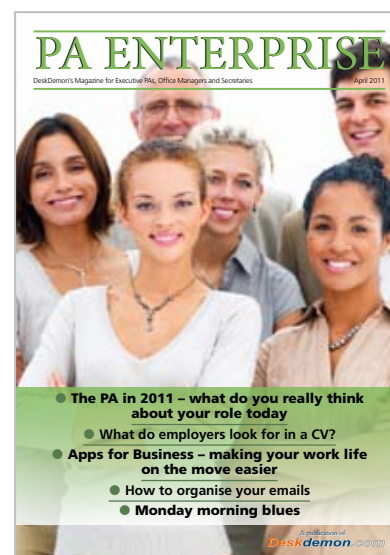
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Ryanair to trial reserved seating

Low-cost carrier Ryanair is to enable passengers to reserve certain seats on its aircraft in advance, on routes from Dublin to Gatwick and Malaga.

The move marks a departure from the view held by no-frills airlines, that reserved seating hampers quick turnaround of jets and adds to admin costs.



Passengers will have to pay 10 euros (£8.80) each way for the privilege of selecting their seats under the policy, which comes into effect from May 16.

In all, 24 seats will be available for pre-booking – in the front two rows, and the rows with extra leg room over the wings – on each 189-seat 737 aircraft.

The carrier says that it will continue to offer its Priority Boarding service for 4 euros.

A Ryanair spokesman said: "Passengers can pre-book their favourite seats in the front two rows, to ensure a prompt exit on arrival, or in over wing exits, for extra legroom.

"If this new service proves popular with passengers then we will roll it out selectively on other Ryanair routes in the coming months."

AIRLINE NEWS

Air China to fly between Beijing and Athens

Air China will launch twice-weekly flights between Beijing and Athens via Munich on May 15, 2011.



The new service will utilise an Airbus A330-300 on the route. Passengers can now book tickets for the new flight on the carrier's website or through the Air China ticketing hotline.

Vietnam Airlines to add London to routes

Vietnam Airlines will add London to its European route network at the end of the year. At the moment, travellers from the UK fly from London to either Bangkok, Singapore or Hong Kong to catch a connection to Ho Chi Minh City or Hanoi. Vietnam Airlines plans to utilise a Boeing B777-200ER to fly from Noi Bai and Tan Son Nhat airports to Heathrow and Gatwick airports. Four flights a week are initially scheduled, increasing to seven by 2014.

BA doubles flights to Brazil

British Airways is doubling its flights to Rio de Janeiro from three to six flights a week due to a rise in demand.



Neil Cottrell, head of network planning, said: "Brazil is also experiencing strong economic growth and this capacity increase

is a great opportunity for British Airways to be part of that growth."

Flights will now depart Heathrow for Rio every day, except Mondays. The departure time remains at 12.15pm, landing in Rio at 9.55pm local time.

Eurostar enhance Business Premier Class

As part of a programme of initiatives to enhance its Business Premier class, Eurostar will introduce a new guaranteed boarding service from May. This will offer Business Premier passengers guaranteed access to the train of their choice regardless of their reservation. So, business customers can feel confident that they will be able to board the train they need, without any inconvenient stand-by queues, even at peak times.

Best Western joins forces with Virgin Atlantic



Best Western has announced a partnership with Virgin Atlantic which rewards guests with air miles.

The new global deal will be the first time that the hotel group's British office has worked directly with an airline to benefit its customers.



From today, members of the group's loyalty programme, Best Western Rewards, will be able to collect Virgin Atlantic Frequent Flyer Club Miles instead of the scheme's traditional points. Every stay with Best Western will be worth 500 miles.

Keith Pope, director of Best Western said: "The partnership between Best Western and Virgin Atlantic is a great strategic fit with the personality of both brands working well together.

"We worked on the deal in the British office and thanks to the dedication of the team involved we have seen the partnership develop to a global scale with all international offices participating in the scheme."

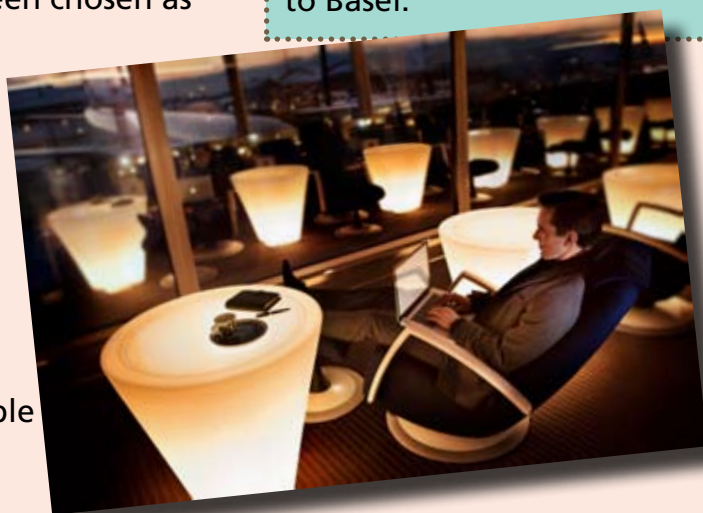
"The deal is a great opportunity for Best Western guests and is a real incentive for customers when deciding where to stay on business worldwide."

Finnair Lounge: the best in the world

Helsinki-Vantaa airport's Finnair Lounge has been chosen as the world's best from a list of 600 lounges.

The choice was made by 40,000 frequently traveling Priority Pass customers. It's the first time that a lounge outside America has won the award in its seven-year history.

The stylish Finnair Lounge has space for about 250 customers and its facilities include six individual shower rooms, a varied buffet, a Via Bar and Samsung LED TVs in relaxation areas. Work facilities include a free wifi network, Apple iMac work stations, and the Finnish Powerkiss desk whose functions include wireless mobile phone recharging.



Low-cost carrier to pull out of two UK airports

Low cost carrier bmibaby is to pull out of Manchester and Cardiff airports at the end of this summer and focus on expanding at other UK regional airports instead.

Managing director Julian Carr said: "In the current economic climate it is essential for bmibaby to focus on airports where the airline already has a strong market presence and where are strong growth opportunities for the bmibaby business."

Sister airline bmi, British Midland International will keep a significant presence at Manchester Airport and recently announced a new service to Frankfurt, operated on behalf of Lufthansa, and a new flight to Basel.

Here are a range of business travel tips to make your next trip easier and more productive.

ONLINE CHECK-IN

Take advantage of online check-in and security wait time resources. Travellers who print boarding passes before leaving for the airport, or who take advantage of self-service check-in kiosks, can save time and avoid long queues.

TRAVEL LIGHT

Whenever possible, pack a carry-on bag rather than checking luggage. This can save waiting twenty to thirty minutes for luggage at the end of a trip. In addition, before flying travellers should familiarise themselves with airline baggage restrictions. While the type and number of carry-on bags vary by airline, it's advisable to keep carry-on bag dimensions between 9" x 14" x 22" and less than 10 kg.

TIME IT RIGHT

Experienced travellers know it's best to fly early in the day for maximum flexibility in the event of delays or cancellations. Those booked

on the last flight of the day may face late arrival times or unexpected overnight stays. In addition, when corporate travel policy and budget permit, business travellers should book direct flights to eliminate the chances of missing a connecting flight.

CARRY EMERGENCY PHONE NUMBERS

With the high likelihood of travel delays from storms or overbooking, business travellers should carry with them the phone number of their corporate travel management company and airline to make rescheduling more convenient.

DRESS SMART

Choose travel attire wisely to avoid security checkpoint delays — steer clear of shoes with steel tips or buckles, clothing with metal snaps or buttons, metal hair barrettes, and belt buckles. If possible, wear shoes that are easy to slide on and off, as many airports require passengers to remove footwear before entering the security checkpoint.

MARK YOUR LAPTOP

When flying with a laptop, travellers should attach a business card or some other mark to the lid to

lessen chances of picking up the wrong computer at the security screening. If possible, consider travelling without a computer to avoid the inconvenience of pulling a laptop computer out of a carry-on bag at the security checkpoint. Instead, stay connected through a hotel business centre or bring a PDA.

STAY FIT

Exercise is a proven stress reliever, but travel schedules can make it hard to maintain a consistent fitness routine. Make a point of fitting in a workout on the road. Many hotels offer good gyms or access to a nearby fitness facility. Travellers can also hit the streets for a brisk walk or run.

SQUEEZE IN SOME LOCAL CULTURE

Being away from family and friends in the short months can be especially difficult for many business travellers. Book hotel accommodation near an area of interest, so that a quick visit to an art gallery or restaurant is feasible. Even a thirty-minute or hour indulgence at a local attraction can make business travel more enjoyable.

Source: Carlson Wagonlit Travel

A low-angle shot of a woman with dark hair, wearing a white blazer and large sunglasses, holding a gold-colored mobile phone to her ear. She is standing in front of a modern airport terminal with a glass and steel structure. The sky is overcast.

Top Tips for Business Travellers

Protect yourself and your belongings when travelling

By David B Morgan

Recent research from insurance company eSure has estimated the average value of gadgets carried by commuters and it's astonishing.

Taking into account all the smartphones, MP3 players, iPads and laptops we travel with today, the typical commuter is carrying around £3,800 worth of gadgets, up by £593 from two years ago. A large portion of this is driven by the value of personal or work laptops with just under half of all people surveyed carrying a laptop on their daily commute.

Whether commuting, off on a business trip or travelling on holiday with family, it's important not to let yourself be an easy target for thieves who are aware of the growing value of the contents of our bags. Fortunately there are increasingly low-cost ways to protect both yourself and your belongings.

Handbags, laptop bags and suitcases can easily go missing if you have to leave them for even a very short time. Obviously the first rule is not to leave your bag unattended but this isn't always possible. Sales people and engineers often make site visits and have to leave their briefcases or bags in unfamiliar offices. For others it may be leaving your suitcase in a hotel lobby while awaiting your transport, or even just stepping back up to the coffee shop counter to get sugar for your latte. The most effective protection in these cases is a bag alarm that attaches to your luggage and emits a piercing siren if the bag is moved.

A good bag alarm is also useful to prevent distraction thefts. There are many cases of bags going missing from beside their owner when sat in a bar or restaurant. Any prospective thief will get a shock when they try and move a bag with a 100db alarm fitted!

Many people work on their laptops while out of the home or office - whether on the train, in coffee shops, the airport or hotel lobbies. Sometimes you need to leave your laptop even if only for a few seconds and that presents another opportunity for thieves to grab it. There are a growing number of laptop alarms that adhere easily to your laptop and are triggered by anyone trying to move it.




Finally, many thefts occur from hotel rooms, often overnight with intruders easily overcoming the poor door locks. Whether travelling on business or pleasure you can now get travel alarms that allow you to sleep peacefully in the knowledge that any intrusion will set off the alarm and wake you. These alarms fit easily to most doors and are easy to set. I've tried one of these during the day and even though I knew it was going to go off it was still loud enough to make me jump!

While your security is extremely important, it has been too expensive until recently to take full precautions like those above. But newer technology is cutting the cost of personal security. You can now get alarms like those described at very reasonable prices, making it easier to remain safe when travelling.



David Morgan has a background in corporate online management and is a Director at Real Life News Ltd. In 2010 he launched SatchelsAndBags.com selling a wide range of laptop cases, backpacks and bags in the UK. The store also the latest Doberman Security laptop alarm and travel alarm products. Visit the site for every-day great prices and special offers.

The smart way
to get a **good
night's sleep**

-  Find a hotel
-  Book a room
-  Review your booking



Premier Inn gets £1m bookings from mobile app in three months

Hotel chain Premier Inn says that after just three months of launching a smartphone application it is now seeing over 5 per cent of all hotel bookings made on mobile phones, a figure it expects will double in the near future.

Head of marketing for Premier Inn Steve Conway said that since the group introduced its first mobile app in January this year it has been downloaded 250,000 times and generated over £1m in additional revenue.

Premier Inn developed the app in response to guest feedback on its Facebook site and via its customer contact centre. A large number of users that have downloaded the app are the group's business customers, who often need to make last minute bookings while on the move.

Six new hotels for Best Western

Six new hotels, with a total of nearly 300 bedrooms, have joined the Best Western consortium in recent months.

The new Best Western hotels are the Lancashire Manor House, Skelmersdale; Summerhill Hotel & Suites, Aberdeen; Maitrise Suites Apartment Hotel, Ealing, West London; Dover Marina Hotel & Spa, Dover; Cheltenham Regency Hotel, Cheltenham; and Royal Adelaide Hotel, Windsor.

Best Western currently has more than 270 three- and four-star hotels, with over 15,000 bedrooms in the UK.



German budget hotel chain to launch in Edinburgh

German-based budget hotel group Motel One is to launch its first UK property in Edinburgh at a new £45m mixed use development next summer.

Property developers have acquired the former buildings of Edinburgh City Council's Economic Development department on Market Street at which Motel One will open a £25m, 208-bedroom hotel. The hotel will also feature 30,000sqft of residential space, including self catering apartments, six offices and two restaurants. Motel One, which operates 32 hotels in Germany plus two currently being developed in Austria, plans to open its first UK property in summer 2012.



New Marcus Wareing Restaurant

Double-Michelin-star chef Marcus Wareing is opening his new restaurant at the St. Pancras Renaissance hotel in London in May.

Wareing, Gordon Ramsay's former protégé, is calling his restaurant The Gilbert Scott.

Representing all that one would expect of an elegant British brasserie and bar The Gilbert Scott will be open seven days a week, for lunch and dinner in the grand restaurant and all day dining in its unique bar. Set in in one of Britain's most historic locations – the newly renovated St Pancras Renaissance Hotel London – the restaurant will serve great British Classics.

Dishes will include Dorset jugged steak (braised featherblade with port, pork dumplings and redcurrant), tweed kettle (sea trout with a lemon, nutmeg and herb crust) and Manchester tart (custard, bananas, puff pastry and jam).



Red Carnation Hotels top place for tea

The UK Tea Council announced its special Awards for Excellence, with the Red Carnation Hotel Collection achieving more plaudits than any other hotel group or collection in London.

Three of the private family-run collection's London hotels – The Milestone, The Montague on the Gardens and The Chesterfield Mayfair – were recognised by the UK Tea Council for their outstanding quality and consistently high standards of service. No other hotel group achieved so many properties in the listings, which represent the 'Oscars' of the tea world.

Jonathan Raggett, Managing Director of Red Carnation Hotels, commented:

"We're seeing a huge growth in the popularity of afternoon teas over the last few years. All eight of our

UK properties excel at delivering a sumptuous and delicious experience, with unparalleled levels of service for all our guests whether they are staying with us or popping in for an afternoon respite. I am proud that The Milestone, The Montague on the Gardens and The Chesterfield Mayfair have been deservedly recognised with this prestigious accolade."



Park Plaza conference incentives

Park Plaza have a range of hotels across the country, and are offering incentives or meetings held before 31 December 2011.

Every time you book a meeting or event that is held before 31 December 2011, you'll be rewarded with a prize of your choice from our great prize catalogue. There are three levels of rewards on offer based on the value of your booking and with an exciting mix of rewards, the possibilities are endless.

The greater the value of your meeting the bigger your reward.

www.parkplazarewards.co.uk



A suite in the newly opened Park Plaza Westminster Bridge London Hotel



Royal Ascot package

From Tuesday 14th – Saturday 18th June 2011, Royal Ascot will offer racegoers and food connoisseurs the opportunity to indulge in an array of menus specially created in honour of the Royal Meeting.

For those looking to get as close to the action as possible, the newly refurbished **Trackside Club Lounge** is set to wow diners with a mouth watering five course menu, including a spectacular Aged Reggiano Parmesan Wheel, Thai Salmon Fish Cakes with Coconut and Tamarind Relish and the "Ascot Bento Box" containing succulent Tempura Lobster Knuckle. As a new addition for 2011, sweet-toothed diners can finish off in style at the lounge's Ice Cream Parlour.

The package on offer includes a Royal Enclosure guest badge, full afternoon tea and a complimentary bar. On Friday 17th June, the Royal Ascot 'after racing party', will feature top London DJs with dancing until midnight. This fashionable venue offers guests a chic and cosmopolitan environment, situated in a prime position in the main Grandstand with a private balcony just metres from the track.

For more information or to book visit
www.ascot.co.uk

Head to the New Forest for tranquil conference venue

If you need a venue for an event or meeting, consider Lime Wood, a boutique country house hotel in England. Set in the heart of the New Forest National



Park, 1.5 miles from the small town of Lyndhurst and just an hour and a half drive from London, Lime Wood might just be the perfect stylish and hassle-free solution.

Sign up to their email club to receive communications regarding local activities, hotel events and special offers hosted by Lime Wood.

www.limewoodhotel.co.uk



Wentworth Club Golf Experience

Luxury hotel Coworth Park, set in 240 acres of picturesque parkland on the borders of Windsor Great Park, has struck up a unique relationship with neighbouring Wentworth Club allowing guests to play the three 18-hole championship golf courses during their stay.

To celebrate the relationship, Coworth Park is offering guests the 'Wentworth Club Golf Experience'

Priced from £565 per night and includes:

- A round of golf for two at Wentworth Club on the East or Edinburgh Course
- Overnight accommodation in a deluxe double
- A treatment per person at The Spa at Coworth Park
- Champagne upon arrival to the spa
- English Breakfast the following morning

www.coworthpark.com/Wentworth_Club_Golf

Coworth Park for meetings and team building



Whether you are planning a conference, board meeting or incentive group, Coworth Park offers you a choice of meeting and private dining facilities. As the closest 5 star hotel to Central London, and

just 15 minutes from Heathrow, the location is also ideal for international one day meetings. The hotel has an experienced team of Event Mangers and Coworth Park's 240 acre estate offers a perfect venue for a wide range of outdoor activities.

www.coworthpark.com

QHotels partners Team Spirit to meet demand for team building

QHotels has appointed Team Spirit as its partner for team building events across its 21 hotels throughout the UK.

David Taylor, sales director at QHotels, said: "Our decision to appoint Team Spirit as our preferred supplier is part of our strategy to increase our share of the team building market and to strengthen our current conference package. A growing number of conference organisers are now requesting an interactive team building element to their schedule to



engage delegates."

QHotels' Total Meetings Package has recently been expanded to include a carbon offsetting scheme.

www.qhotels.co.uk

Sony to launch Android tablets

Sony has announced that it plans to launch two tablet computers running Google's Android operating system. The devices, codenamed S1 and S2, will go on sale towards the end of the year.

Android is currently the fastest growing mobile platform and is expected to claim a 38% market share by 2015.

Sony's entry into the tablet market was much anticipated, but comes relatively late in the day compared to other manufacturers.

Apple launched its first version of the industry-leading iPad in April 2010.

Its iOS system is expected to remain dominant for several years to come, albeit with a diminished share of sales.

Sony said that its first tablets would



come in two form factors: one will have a conventional 9.4 inch touchscreen, while the other will feature dual 5.5 inch displays that fold closed.

In addition to the base Android Honeycomb operating system, Sony will add several of its own features, including the ability to transmit video and music to TVs and stereos using the DLNA wireless streaming standard.

The company suggested that there would also be some form of integration with its PlayStation network and the possibility of gaming functions.

iPhone tracks users' movements

Apple iPhones and 3G iPads are secretly recording and storing details of all their owners' movements, researchers claim.

Location data is kept in a hidden, unencrypted file according to security experts Alasdair Allan and Pete Warden. With the right software, it can be used to map exactly where a person has been.

The findings, first reported by the Guardian newspaper, will come as a surprise to most iPhone users, as their devices do not give any visual indication that such data is being recorded.

However, although the practice is not explicitly flagged-up, it appears to be covered in the company's terms of use.

Writing on the technology website O'Reilly Radar, Mr Allan and Mr Warden said they did not know why iPhones and iPads were collecting location information but it was "clearly intentional".

The ultimate mobile?

A new breed of mobile phone is set to change how we think of the devices that millions of us carry every day: one, billed as the most powerful smartphone in the world, can even power its own laptop - the Motorola Atrix.

The Atrix challenges the distinction between mobile and computer. It is an Android smart phone that can be plugged into a range of docks that convert it into a sleek netbook, a media centre, a sat-nav or even a humble alarm clock.

Motorola's solution is to make it a digital hub: plug your mobile into a dock attached to your TV and it will act as a media server for films, TV and music. The Lapdock offers all the laptop most users ever need. A wireless Bluetooth keyboard is also available, as is another dock for use on the bedside table.



Text messaging on the decrease

Mobile text messaging could become extinct within a generation as millions of young people turn to other forms of electronic communication.

Teenagers are increasingly using instant messaging from mobile phones and social networking sites such as Facebook.

Experts predict the amount of texts sent in the UK will drop by 20 per cent in the next two years.

It comes as teenagers and students are increasingly using a BlackBerry, instead of iPhones and other smartphones, because the device has a free BBM messenger.

Sales in the phone, that was once the preserve of the corporate boardroom, have increased six-fold during the past year, mainly due to being taken up by 16 to 24-year-olds.

A study for broadband provider TalkTalk found only 51 per cent of Britons in their teens or early 20s say email is their first choice of communication.

Industry experts believe that if this trend is followed into adulthood then text messaging could disappear within a generation.



Business broadband packages

Fasthosts Internet Ltd, a leading web hosting and Internet services provider, has announced a brand new range of ADSL packages specifically designed for business needs. The Fasthosts Broadband range is now faster and more feature-packed, with a 24Mb entry-level package. A new fibre optic package offers up to 40Mb downloads, over 7 times faster than the UK average, enabling businesses to increase productivity and fully benefit from hosted services and cloud computing.

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Every month the Post-it® Brand is giving you the chance to WIN a fantastic holiday and get away from the office.

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To enter the prize draw* just input any Post-it® product barcode at:

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*1 entry per product, per email address.



Terms and Conditions: Offer available while stocks last. Internet access required. This offer is open to residents of the UK, CI, IOM and ROI aged 18 years or over only. Exclusions apply. Consumers must visit www.post-it-gorgeousgetaways.co.uk and enter the product barcode as printed on the item and their contact details. They will then receive an on-screen message informing them that they have been entered into the prize draw. 3 x winners will be drawn at random under independent supervision over the promotional period. One winner will be drawn on 30th April 2011, one winner drawn on 31st May 2011 and the final winner drawn on 30th June 2011. Closing date for entries into the 1st draw will be 23.59 on 29th April 2011, entries into the second draw will be accepted until 23.59 on 30th May 2011 and entries into the final draw will be accepted until 23.59 on 29th June 2011. Unsuccessful entries will not roll over and be entered into the next prize draw. No purchase necessary for NI. See website for details. Residents of the ROI will be required to successfully answer a question of skill as a precondition of claiming their reward. Details of the offer, participating packs, full terms and conditions and details of how to participate are provided on www.post-it-gorgeousgetaways.co.uk Employees require permission from their employers or senior managers in order to participate. Promoter: 3M United Kingdom PLC, Cain Road, Bracknell, Berkshire, RG12 8HT (company registration number 1123045). Please do not send applications to this address. Post-it is a registered trademark of 3M.

3M

Eurostar collaborate with top chef Alain Roux

Eurostar, the high-speed passenger service linking London, Paris and Brussels is enhancing its flagship Business Premier class, with new menus developed in collaboration with Michelin Three Star chef, Alain Roux.



Chef patron at the world-class Waterside Inn in Berkshire, Alain Roux has worked with Eurostar on a range of exclusive dishes for its Business Premier passengers. From 14th April, passengers travelling in Eurostar's Business Premier class will be able to sample the delights of the new gourmet menus, which include the finest ingredients sourced locally from the UK, France and Belgium.



DIARY DATE

4th Annual Conference and Award for Executive Secretaries and PAs in Scotland – ACES 2011

The 2011 PA: Resilience and Development in Challenging Times

16th May 2011, Grand Central Hotel, Glasgow

This year the conference will seek to address the challenges facing office professionals in today's economic climate with three core sessions: Protect and Survive, Adding Value and Developing Your Role and Building Your Skill Set

This unique event in Scotland is tailored specifically for Secretaries, PAs, office managers and administrators and provides a balance of serious learning and development with a range of complimentary gifts for delegates, supplier exhibits to visit and an opportunity to unwind and network at our post conference drinks reception.

Keynote speaker: Fiona O'Donnell, Member of Parliament for East Lothian
www.mackayhannah.com/upcoming-conferences/aces-2011/

PA OF THE YEAR AWARD 2011

FINALISTS ANNOUNCED AND WINNER ANNOUNCEMENT DATE

The final six to make it to the concluding round of Hays, the leading recruiting expert, and The Times PA of the Year 2011 Award have been announced – with the overall winner to be revealed at a central London awards ceremony on 19th May 2011. The final six PAs to reach the last round are:

- Christopher Juliff - NHS
- Jennifer Batty - Russell Reynolds Associates
- Lisa Partridge - Abode Hotels & Michael Caines Restaurants
- Louisa James - Jamie Oliver Ltd
- Sharon Walsh - Channel 4
- Zara Dyer - Liverpool Football Club

The winner will be announced by Michelle Mone OBE on 19 May. For further information visit: www.hays.co.uk/secretarial



Workingmums.co.uk launches Top Employer Awards 2011

Workingmums.co.uk, the UK jobsite for professional working mums and flexible jobseekers, has announced its second annual **Top Employer Awards** which celebrate the leading companies for work life balance.

The Awards, which will be announced at a ceremony in Central London on 5th October, recognise employers who are progressive in their flexible working practices and proactive in seeking to assist working parents combine successful careers with being a parent. This year there are four new categories – **Talent Attraction**, **Childcare**, **Shared Parenting** and **Working Mums Champion** - reflecting developments in work life balance policy.

The **Working Mums Champion** is for stand-out individuals whose efforts have made a big difference to working mums in their workplace. Potential recipients of this Award would include senior or middle managers who have, for instance, set up a parent support forum or put forward innovative proposals for areas such as maternity leave and return to work.

The **Talent Attraction** category reflects growing interest in organisations who promote flexible working at all levels of their recruitment process, including advertising that jobs can be worked flexibly. Currently legislation only allows employees to request flexible working after six months in a new job, but for many parents being able to work flexibly is a crucial consideration if they want to move jobs.

www.workingmums.co.uk/topemployerawards/



Bribery Act top tips

John Smart, from Ernst & Young provides five tips to help businesses prepare for the Bribery Act.

- 1 Get your process right. Businesses should appoint an ethics officer and undertake a risk assessment to give that officer a clear picture to work from. It is very important to record incidents where ethical standards may have been breached, keep records and log any concerns;
- 2 Know exactly what is going on in your company, especially if you operate in countries where corruption is common. It could be a shrewd move to employ a risk assessment adviser to examine your overseas operations;
- 3 Working out what you can and can't offer to clients can be difficult - you are required to judge whether or not a gift or corporate entertainment counts as "appropriate". What is lavish to one may be seen as stingy by another. For instance, it might be acceptable to take a top broker out for lunch, but not to fly him out to New York in First Class;
- 4 Train your employees - make sure they understand the Act by giving adequate support and guidance. Keep hold of any materials used, to show that you've taken every suitable precautions;
- 5 Demonstrate the message of zero tolerance. As a first step, discuss the issues at a board meeting and ensure the minutes reflect that you have added anti-bribery measures to your code of conduct.

Small businesses blossom through sharing experiences



www.thebizkit.com is a new website that encourages businesses to share experience and insights and benefit from the experiences of other members. The site also reports on and discusses the practical and emotional

aspects of issues affecting small businesses.

Liz Barclay, broadcast journalist and producer for more than 20 years and founder of **www.thebizkit.com** says: "The business

world is full of rules and regulations but people need examples and listening ears. The government knows that economic growth depends on the strength of our 5 million small businesses. This site will make it easier for people to build better businesses through sharing their experiences and knowledge.



We have a raft of excellent experts and passionate spokespeople who can talk to the press and media on all aspects of small businesses. We also have a bank of brilliant case studies to share."

Videos, case studies, reports, news, articles, experts, forums and a sounding board for ideas are all available and if you'd like someone to mentor you through challenging times you'll meet your match at **www.thebizkit.com**

Registered members get access to all these features, can star in reports and videos and can add their details to the business directory so members can do business together. There are useful contacts and business horoscopes, and golf and gardening tips are coming soon.

www.thebizkit.com

New dual shopping card makes its debut

Asda Business Rewards will debut its gift card portfolio at this year's Marketing Week Live, together with its gift card management system, gift voucher range and gift wrapped wine.

Asda gift cards are perfect for staff reward, consumer premiums and incentives. Via ABR's gift card management system, customers can distribute gift cards by post as they hold no value, with activation and value being loaded remotely.

Asda's new dual shopping card will launch at the show. With the same features as Asda's other gift cards, the dual shopping card is perfect for flexible benefits schemes. Two cards (with the same issue number) are provided to each employee – the individual retains

one card and gives the other to their partner, spouse or nominated second card-holder. The employee can add value to their card via the employer's scheme, benefitting from the discount negotiated with Asda via their employer. Either card holder can then spend the value, which is linked to both cards.

www.asdabusinessrewards.com/ABR/



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'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@deskdemo.com by the end of May 2011 for your chance to win.

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.

Ranging from portable, handheld models for everyday use to network desktop label printers that can support all office users, all our labelling machines are compact and easy to use; give one a try and you'll soon wonder how you ever did without yours! And, if you're trying to stay one step ahead in the office, then you may as well do it in style... To ensure you're always putting your best foot forward, we've got three fantastic £500 designer shoe shopping vouchers to give away to you label lovers out there.



The lucky winners will be able to treat their feet to some top class footwear, so you'll soon be racing ahead in the fashion - as well as the organisation - stakes.

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.



If you have one of the following screens you will be able to use any of the AF Screen-Clene products:

- **CRT** - Cathode Ray Tube
- **LED Display** - Light Emitting Diode
- **LCD** - Liquid Crystal Display
- **TFT** - Thin Film Transistor

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](#)





Robin Hoyle, head of learning at Infinity Learning, has put together twelve common learning personality traits typically found in the workplace. Who do you recognise from your office – and which one is you?!

Introducing...

the top Learning Personality Traits



1 APPRENTICE

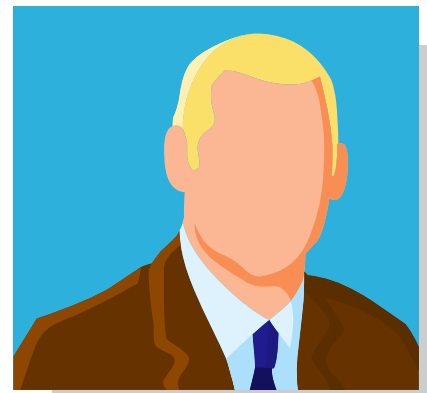
Remember the old adage “The learning gained from doing the task is more important than the output of the task itself”. An Apprentice is new – you’ve got to give them space and time to screw up. But if that’s all they do, they’ll be pretty despondent pretty quickly. So: clear learning outcomes for each task you give them, clear immediate debrief and feedback using the feedback sandwich – “You were great at this, this needs work, but I’m really pleased at your progress”. On the job is best for apprentices, but don’t ignore a bit of input (or they’ll pick up bad habits real quickly) and don’t give them

a task to do which you can’t afford for them to make a mess of.



2 DESPONDENT

Every organisation has some people who are more like Eeyore than Tigger! They may be actually overworked and stressed out or they may have a lower tolerance for getting their hands dirty, but either way overwhelming them with a major development plan isn’t going to change much. One-to-one coaching and baby steps – short, easily achievable and measurable inputs and outputs and plenty of review time is the only way to make them feel positive about their development.



3 SABOTEUR/CYNIC

The saboteurs are usually pretty bright. Their creativity being under-used, they turn their formidable intellect to undermining their team, their team leader and potentially the whole organisation. They need strong short and unequivocal input and the chance to turn their obvious creativity towards the good of the organisation. Identify something they’re good at and then ask them to blog about it. The process of creative reflection will channel their energies positively and you might learn what’s making them so grumpy!

4 WILLING BUT TIME-PRESSURED

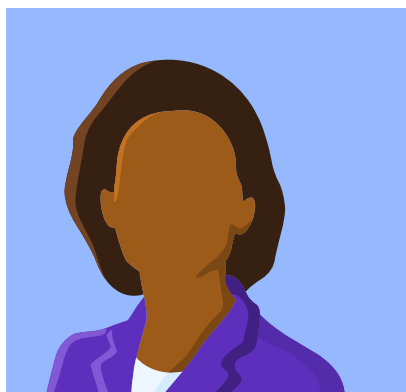
The saying goes, if you want something doing, find a busy person! Not always true but not far off. These are the people for who e-Learning – properly designed to work in short chunks – was invented. Explain the flexibility which online learning gives them and help them access it in otherwise unoccupied moments, such as travelling time. Give them a dongle and external access to your intranet and work with their feedback to ensure that your learning helps them to achieve better results in less time.



5 PART TIME FOR THE MONEY

It's inevitable that as family budgets get squeezed a portion of our workforce only work because they have to. Short, well focused inputs work best for these people. Sending them on day long courses often doesn't work because their working hours and possible domestic responsibilities simply don't allow them the luxury of taking a full day for a training session.

Set up a learning circle of similar learners and give them e-Learning to do in small groups – helping each other but without the inconvenience of having a trainer available for half an hour here and there. Ensure there are follow up work-based tasks and that managers provide feedback immediately on completion.



6 CAREER MINDED

The best way of motivating these learners is to help them build their competence and skills towards a recognised qualification. Each training programme they use should add shine and glitter to their CV. By linking their development to their career aspirations in this way, you can harness their desire to learn by providing self managed learning – pre-reads, e-Learning modules, work-based assignments. Well designed these inputs can provide real return on investment. Of course whether you keep them after they're qualified is another issue so ensure your HR team has visibility of the progress it is making and the commitment it is showing.



7 GENERATION Y

If these young tyros are as advertised, values driven, and looking for something beyond the money, then your training materials will need to reflect that. Focus on values – either the intrinsic values of your organisation or the corporate social responsibility activities which your organisation engages in. In fact use community and voluntary group working as a development route and then ask our connected and media friendly generation ys to share their experiences with others. Learning about team work in a community group in a disadvantaged area of your town is one of the best learning experiences and potentially presses all the right buttons.

8 HERE BECAUSE THEY'VE GOT TO BE

There's a proportion of any team who would rather be elsewhere than in their current job. Let's be honest, sometimes we all feel that way. If it's a permanent state of mind, relying on these guys to do some self managed learning is probably wasted energy. Project based learning which changes the

dynamic in the team is not a bad idea. Why not give them some (limited) responsibility and feedback positively when they achieve. Involving and engaging learning with outputs that actually matter and which people take notice of can be a route to turning round the most reluctant team member.



9 SENIOR MANAGER – STATUS DRIVEN – CAN'T ADMIT HE DOESN'T KNOW

At the higher echelons of many organisations there will be a couple of managers who have to pinch themselves every morning that they've actually managed to get away with it still. Something fundamental may be missing from their prior learning but having got the executive car parking space, it's tricky to enrol on that finance fundamentals course or explain to their executive coach that they don't know the basic principle of delegation. e-Learning modules they can take in privacy without anyone knowing how they've got on is a good route to plugging some of the earlier gaps in their business knowledge. Give them access to online

resources – articles, digests of business publications, anything to get them learning. And enrol them as testers for the programmes you create – asking them to sign off a module may be a great way of getting them to actually look at some of this stuff.

10 GOOD TIME GUY SOCIALLY – CONFIDENT UNDERACHIEVER

The life and soul of the party often covers up their lack of knowledge or skill by going on about last night at Jezabels night spot rather than the problems the team may be facing. Use their social skills positively and put them in project based learning roles, but don't put them in charge. Give them a string project leader who can manage their input and identify gaps in their knowledge – recommending a little extra study so that they don't look foolish. Not looking foolish is a real motivator for the good time guys and gals.



11 PULL A GRIN! WILL SMILE AND AGREE WITH NO INTENTION OF FOLLOW THROUGH

You know the sort –

agree with everything, say they understand, make commitments to do something different, but funnily enough nothing changes. Often they're covering up for something; occasionally they have good intentions but just don't carry things through. They're probably members of at least three or four gyms! Courses are great, e-Learning may work, but it's the follow up that counts. Short-term, observable targets which are relentlessly followed up by coaches. Give them no place to hide.



12 NICE BUT DIM – BUBBLES

The rest of the team have been covering up for this person for ages. Supposedly in charge of something quite important, they spend much of their time making the coffee or fetching the post. Even then they'll give the lactose intolerant milk in their tea and return without the important parcel you needed. Coaching by an expert is usually the only route – 'sitting by Nelly' can work wonders, so long as 'Nelly' is very patient and gets support too.

The 5 biggest mistakes people make in giving Presentations

... and how to avoid them

By Dianne Lowther

1 Lack of Clear Purpose

I've seen lots of presentations that contained interesting, maybe even useful, information but still left me thinking, 'so what?' And I'm sure you have, too. This is what happens when the presenter lacks a clear purpose. The presentation rambles around, covers various topics but never really seems to come to a point. To avoid this, take time before you start to prepare your presentation and clearly identify its purpose. Then, when you prepare your presentation, only include material that is relevant to that purpose.

2 Preparing the Slides, but Nothing Else

How often have you had to sit through a PowerPoint presentation that, frankly, didn't need a presenter? You know the sort of thing I mean, each slide is densely packed with bullet points that the 'presenter' then

reads out. I usually just read the slide and then wait for the 'presenter' to catch up!

To avoid this one, prepare the presentation first, then the slides. Too many people seem to think that their slides ARE their presentation. No, the presentation is what YOU say and do. The slides are secondary.

3 Starting with an Apology

Some people think that if they begin with an apology, 'unaccustomed as I am...' or something similar, then their audience will expect less of them and be more forgiving if they're not very good. Wrong! Your audience expect - and I think they have a right to expect - you to be good. To be worth listening to. To deliver value. Never, ever begin with an apology. Your audience are hoping that you'll be good. Act as if you will be good, even if you're not as confident as you'd like to be. Telling them you're nervous or inexperienced or just off a red-eye flight will only get them looking for the

faults in your presentation. Give them something else to think about.

4 Trying to be Funny

Some people have a gift for humour, others don't. We've all suffered at the hands of a presenter who peppers their presentation with weak jokes or tries to make witty comments and fails miserably.

So be honest with yourself, do you have the gift of humour, or not? If you're in the latter category (like me) then accept it and don't try to be funny. It's a myth that people will like your presentation more if you tell jokes. Actually you're just wasting time. Have a clear purpose and fulfil that purpose and your audience will listen and will respect you.

5 Not Knowing When or How to Stop

This, for me, is the greatest giveaway of an inexperienced presenter. They might do a great job of presenting what they prepared, then when



they get to the end they either repeat themselves endlessly or just tail away rather lamely. Some do both. If they're fortunate there will be a slick and experienced Chairman who can intervene. If not, we're all in trouble.

The answer? Prepare the ending as thoroughly as you

prepare your opening. Decide on the final thought you want to leave your audience with and work out how to deliver it for maximum impact. When you've delivered it, STOP. What could be easier?

Dianne Lowther is an award-winning Master Trainer of NLP and Principal of Brilliant

Minds. She specialises in applications of NLP for leadership and business results and has 18 years of experience of working at senior level in organisations. She also runs public courses in NLP including her groundbreaking 'Business Class NLP' intensive programme for business leaders. To find out more about NLP, visit <http://www.executivenlp.co.uk> and get 'The Introduction to NLP for Business Leaders' free. To find out more about Dianne Lowther and Brilliant Minds visit <http://www.brilliantminds.co.uk> or find her on LinkedIn

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