

# PA ENTERPRISE

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

March 2012



**Get online and get noticed – recruitment advice**

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**Getting started with Social Media Strategy**

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**What NOT to do when planning a meeting**

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**What Entertainment is right for your Event?**

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**News | Products | Travel | Books | Venues**

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What Entertainment is right for your Event?  
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## PA ENTERPRISE MAGAZINE

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## The guide to social media success

According to the latest SME Trends Survey from **Simply Business** - the UK's largest business insurance provider for small businesses, 67 per cent of UK SMEs plan to incorporate social media into their marketing mix within the next twelve months. However, the road to social media success is a rocky one - so to help, Simply Business has put together a step by step guide for SMEs.

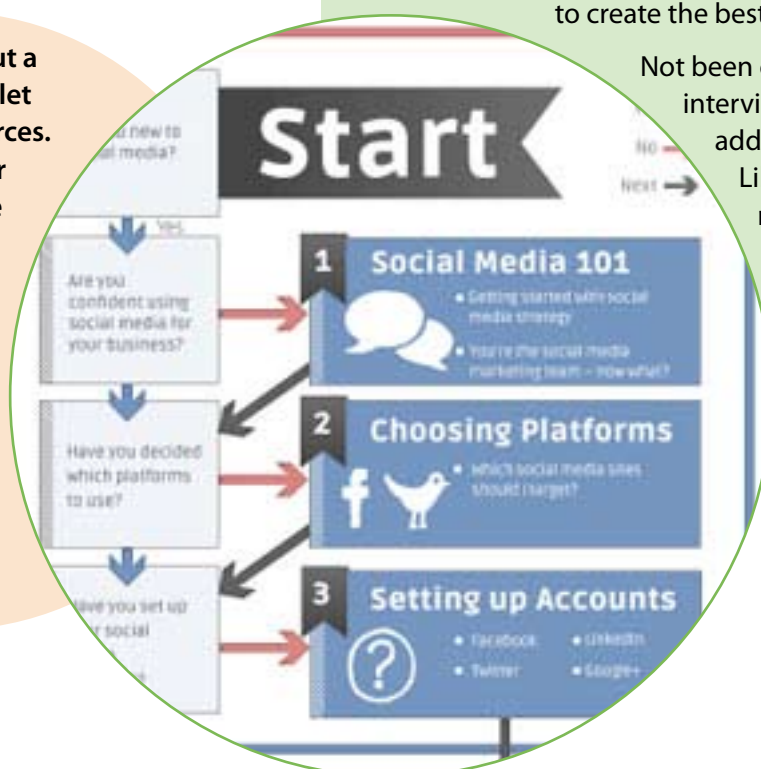
Simply Business wanted to create something that would act as both a process flowchart and a resource guide. Something that would help business owners clarify their objectives, set targets and discover their route to social media success. Each step brings in a different website to help carry you through each step of the way - all personally handpicked.

### How to use the guide

The guide is very simple to use - just move through each of the questions and follow the 'yes' or 'no' arrows as appropriate

Want to learn more about a particular topic? The bullet points are links to resources. Simply click on whatever takes your fancy and the resource will open in a new tab.

[www.simplybusiness.co.uk/microsites/guide-to-social-media-success/](http://www.simplybusiness.co.uk/microsites/guide-to-social-media-success/)



## Bag that job!

**Got an job interview lined up? If so, make sure you are prepared! Check out these seven steps to achieving success and bagging that job!**

- Make sure you research the role and the organisation thoroughly beforehand.
- Make sure you have prepared answers to the most commonly asked interview questions.
- Plan your transportation and route in advance, aiming to arrive at least 15 minutes early. Also ensure that you know exactly where you are meeting your interviewer.
- You only get one chance to make a first impression, so make sure you look the part. Dress for business and stick to neutral colours.
- Your body language will communicate as much about you as what you actually say. Be sure to make plenty of eye contact, smile and avoid actions that send a negative message, such as fidgeting or crossing your arms.
- Give yourself a pause to consider what you want to say before launching into an answer. Once you have said what you intended to say, don't feel you have to keep talking just to fill the silence, you'll only dilute your point.
- After the interview, be sure to send a follow up letter to create the best possible impression.


Not been contacted for an interview yet? Make sure you add your CV to The CV Library Database. 3,601 top recruiters are currently searching for candidates!

***Recruitment happens as much online as anywhere else, so to get noticed, you have to make sure that your online profile is as strong as possible.***

**Paul Ross,  
founder and MD of  
Barker Ross, one of the  
UK's leading recruitment  
companies, gives some  
valuable advice about how  
you can use the internet to  
find a new job.**

It is also a good idea to start using Twitter to connect informally with those in your industry sector. Make sure you give yourself a relevant Twitter profile which demonstrates that you know about your sector, other people will pick this up and start to 'follow'. Then you can start to send out tweets.

You may of course, choose to use Twitter in a totally personal way, to engage with people who have similar interests. There's no problem with this, but if you are concerned that it may reflect on your professional profile, it may be wise to use a separate username.



Firstly, as most of us use Facebook to connect with friends and family, you would be wise to make sure that access other people was restricted. Use the 'friends only' privacy setting, unless you want recruiters to see you in a possibly less that flattering light!

It's important to start using LinkedIn before you need it. So get to grips with creating a LinkedIn profile, building a network of connections and join all the relevant Groups. Spend some time on this, as increasing your visibility and connections will mean that employers and recruiters can find you more easily.

Try and update your status on a regular basis, so you are always visible to your LinkedIn connections. Recommendations are also a good way to build your profile and get status updates, so don't forget to ask your contacts to recommend you on LinkedIn

Don't be shy about saying you are unemployed in the LinkedIn Profile section. State you're are looking for a job or seeking new opportunities. This will alert your connections and recruiters and you may find something more easily that you think.

The LinkedIn About.com Careers and Job Search Group is a good source of advice from career experts and information on how to look for new opportunities. Also, look for recruiters that operate in your industry sector and join their Groups, so you can get updates on



# Social Media Guide: Getting Started With Social Media Strategy

By Gareth Case

**Social Media can be daunting for businesses, usually for two reasons. Firstly, 'Where do I start?' and secondly, 'How can it benefit my business?'**

**In my opinion social media should form a part of every company's marketing strategy, big or small. The way in which you use it will depend on many factors such as what your goals are and who your audience is but here is a short guide for getting results from social media quickly.**

## Step 1: Choose the Platforms

There are hundreds of social networks out there so which ones should you be using? Whilst this does partly depend on the demographic of your target market, I would, as a minimum recommend writing a blog (using a platform like WordPress or Blogger) and creating profiles on LinkedIn, Facebook and Twitter. Don't worry, you will not have to actively manage all of these as cross-platform integration will help

## Step 2: Connect

There is no point creating great content if you have nobody to share it with. Start by connecting with your friends, family and colleagues on LinkedIn, Twitter and Facebook. This trusted network will hopefully share your content with their networks. Then search and connect/follow anyone that falls in your target market. Use the search functionality on these sites to find people that are commenting on the products or services you are trying to sell.

## Step 3: Content

Your followers will soon 'switch off' if your content is boring or stale. I would suggest writing blog posts on niche, yet interesting topics, crammed with keywords that people are likely to search on. Try Googling 'Top Marketing Trends 2012' for example. This was a blog I wrote this month yet already, 2 of the first 8 results on page 1 of Google link to my article. I receive about 30-40 hits to my blog every day now just from people searching on similar terms to that mentioned above.

## Step 4: Share

Now you have your content you need to share it. You may only have a few followers on Twitter or a few LinkedIn Connections but that doesn't matter. Search on LinkedIn for Groups that relate to your target market. I write this marketing blog and want to promote it to marketing professionals so I have joined 50 (the maximum allowed) groups on LinkedIn. These groups have a combined readership of more than 1,000,000, each of whom will either see the update in the group, or more likely receive an e-mail with a link to this blog in. I have my Twitter account linked to my LinkedIn account so as soon as I share the link to my 460 connections (and 1,000,000 'Groupies') it also gets Tweeted to my 275 followers.

Follow Gareth at [http://twitter.com/gareth\\_case](http://twitter.com/gareth_case)  
<http://garethcase.wordpress.com>

### Step 5: Authority

Providing your content is good and regular, it's easy to build authority. I registered as a contributor on SocialMediaToday and have had 4 blog posts published by them in one month. Not only do they get millions of visitors to their website, they also Tweet their published articles to more than 73,000 followers, which in turn sets off a chain reaction of re-tweets and before you know it your blog post is in the hands of millions... Their 'Authority' from an SEO perspective again means great Google Rankings, sometimes the same day.

### Step 6: Be Patient

Last but by no mean least, please don't expect immediate results. Persevere and see what happens. I recommend spending around 1 hour a day if you can afford the time but to be honest 15 minutes a day can generate results.

### Step 7: Engage

If someone has taken the time to reply or post a comment against your Social Media activity then reply. Reply with links to other posts or invite them to Follow or Connect into your other networks. Re-tweet interesting tweets on Twitter and hope that they then follow and re-tweet your tweets. Social media is as much about engagement as it is anything else, it shouldn't be underestimated,

### Step 8: Be Patient

Whilst Social Media is not the best lead generation channel, I can think of no other that can promote a brands' products or services so quickly, to so many in such a short space of time. A fact that simply cannot be ignored if organisations are to be successful over the years to come.





# What not to do when planning a meeting

*Inntel lists the top ten 'classic mistakes' to avoid*

**Organising a meeting or conference can be time-consuming, stressful and expensive, which is why many companies look for specialist help. Inntel – the meetings' specialist that's been bringing conference costs down and taking the stress off clients' shoulders for almost 30 years – has listed the top 10 errors to steer clear of when managing a meeting or series of events.**

## What not to do...

### Give the briefest of briefings

If working with an agent, make sure you put them fully in the picture. The more you can tell them about what you're trying to achieve, the more accurately they will be able to deliver what you need.

### Wrong location, wrong location, wrong location

Picking a venue because it's convenient for your company's HQ is a bad move if most of your delegates are based hundreds of miles from there, and that can really challenge the budget as travel and possibly accommodation costs start to build. Look at where everyone's coming from, then choose a location that's easily accessible by as many delegates as possible.

### Linger over lunch

Consider timings when deciding on food. Sit down lunches can eat up valuable time, particularly if there's a lot to be covered on the agenda.

### The post-lunch lull

Your delegates need to be able to focus in the afternoon session, not snooze off a heavy lunch. You need to feed them properly, of course, but think energy foods, not comfort foods.

### Glue them to their seats

There's only so much information a brain can process in one go. Schedule regular breaks and keep your delegates energized.

### Stale air, stale minds

Fresh air really is invigorating so, weather permitting, try to have breaks outside. Or at least throw open the windows. Natural light is important too, so wherever possible pick meeting rooms that have it.

### Be vague about your budget

If you've not confirmed a budget with the person who has requested the meeting, or not communicated the budget accurately to your agent, you'll make it much harder to source the correct standard of venue. An experienced agent could work wonders with even a small budget, but they will need an accurate figure to work from.

### Embrace inconsistency

When organising a series of meetings, make sure the venues are of a consistent standard. If you're booking some in a five-star venue and others in a two-star hotel, some delegates will definitely be short-changed!





## Leave it till the last minute

Yes, there are often last-minute bargains to be had, but not necessarily where you need your meeting to be. People handling small meetings seem to find the last-minute dash for a venue particularly irresistible.

## Don't look around you

Before you focus on finding an external venue, why not check on internal space availability? You could find that the perfect meeting room is just along the corridor – and available at the best price of all, i.e. for free.

A specialist agency such as Inntel will always guide you through the meetings and conference maze, ensuring that you get the right venue in the right location – and at the right budget. For further information on Inntel please visit [www.inntel.co.uk](http://www.inntel.co.uk).



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## First ever touch screen label maker

**Looking for an easy way to improve efficiency and organisation in your office or home? DYMO is on hand with an extra labelling solution to speedily instill order with the launch of the first touch screen label maker!**

The new DYMO LabelManager 500TS makes labelling that much easier with its large, full colour touch screen that allows users to edit, format and customise labels with a computer style keyboard, and, organisation has never been quicker as the LabelManager 500TS prints twice as fast as other DYMO LabelManagers. The hassle of manual cutting has also been eliminated with an automatic label cutter.

Tackling big projects needn't be a daunting task using the LabelManager 500TS as the wide range of customisation tools, selection of fonts, built-in symbols and range of clip art are on hand to help personalise your work.

Like many DYMO label makers, the LabelManager 500TS is both PC and MAC\* compatible and can also be used independent of a computer, making it the perfect organisation tool whether you're in the office or for printing on the go.



### Key features include:

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- Automatic label cutter
- Customisation tools, including a wide selection of fonts and hundreds of built-in symbols and clip art
- New user profiles store settings for up to 5 users
- Prints a wide variety of DYMO D1 labels in 6mm, 9mm, 12mm, 19mm and 24mm widths
- Rechargeable battery pack

The DYMO LabelManager 500TS is available from your office stationery supplier or find where to buy at [www.dymo.com](http://www.dymo.com) at a cost of £197.99.



## Pilot Pens exciting new concept in recycled writing instruments

It's all in the name! Bottle to Pen, known as B2P, is a retractable, refillable gel ink rollerball, which is made from recycled plastic bottles and designed to look like one too. Its clever bottle-styled barrel, mirrors the product it's made from, and shows that everyday products can have a second life.

B2P has outstanding environmental credentials as \*89% of its components are made from recycled material. Innovative design and environmental excellence are just part of the story as it's designed to give superb writing performance in three vivid gel ink colours - black, blue or red - and two tip sizes, fine and extra fine.

This is the ultimate addition to the Pilot Begreen range, which has established itself as the writing industry's leading range of recycled writing instruments.

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



## How to use ALL your experience to get the job you want

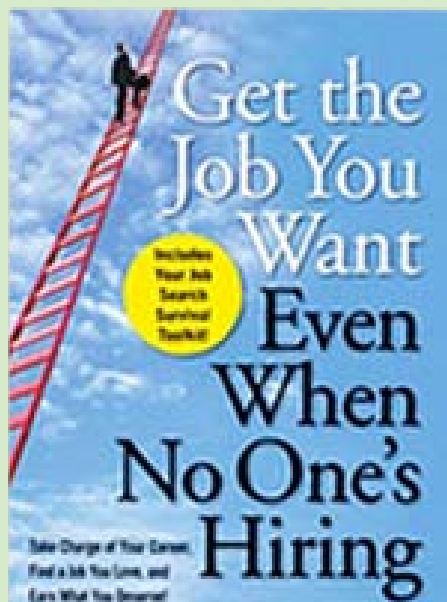
Ford R. Myers, author of *Get The Job You Want, Even When No One's Hiring*, encourages job seekers to "think outside the box" and draw on a variety of past experiences, in both paid and non-paid positions, when applying for new employment.

These "transferable skills," acquired during any activity - volunteer positions, classes, projects, parenting, hobbies, sports - can be applicable to one's next job. By adding transferable skills to a resume, employers get a better understanding and broader picture of whom they are hiring - as well as the interests, values and experiences that the candidate brings to the table.

Myers notes that transferable skills can be divided into five broad skill areas:

**1. Communication:** writes clearly and concisely, speaks effectively, listens attentively, openly expresses ideas, negotiates/ resolves differences, leads group discussions, provides feedback, persuades others, provides well-thought out solutions, gathers appropriate information, confidently speaks in public

**2. Interpersonal Skills:** works well with others, sensitive, supportive, motivates others, shares credit, counsels, cooperates, delegates effectively, represents others, understands feelings, self-confident, accepts responsibility



**3. Research and Planning:** forecasts/predicts, creates ideas, identifies problems, meets goals, identifies resources, gathers information, solves problems, defines needs, analyses issues, develops strategies, assesses situations

**4. Organisational Skills:** handles details, coordinates tasks, punctual, manages projects effectively, meets deadlines, sets goals, keeps control over budget, plans and arranges activities, multi-tasks

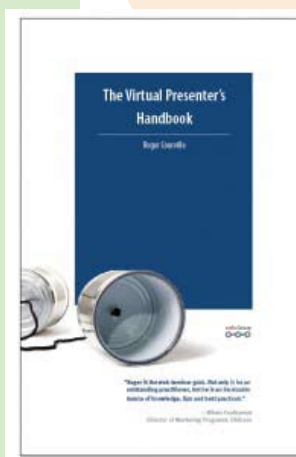
**5. Management Skills:** leads groups, teaches/trains/instructs,

counsels/coaches, manages conflict, delegates responsibility, makes decisions, directs others, implements decisions, enforces policies, takes charge

**For more information and other useful tips for achieving career success, visit [www.getthejobbook.com](http://www.getthejobbook.com) .**

## The Virtual Presenter's Handbook

Research shows that the top fears for webinar presenters are: *"How can I deliver a powerful presentation to an audience I can't see?"* and *"How do I compensate for the loss of body language and eye contact?"*



The truth is that any medium changes how messages are sent and received. The good news: With The Virtual Presenter's Handbook, you can transform presenting online from a second-rate alternative

to a potent new asset in your professional toolbox.

In this handbook, webinar veteran Roger Courville will teach you:

- **How to prepare and deliver online presentations that stand out**
- **Ways of grabbing and keeping your remote audience's attention**
- **How to avoid the 'webinar killers' made by most presenters**
- **Powerful new techniques that aren't possible when**

**You can download the Complimentary Handbook by going to:**

<http://thevirtualpresenter.com/the-virtual-presenters-handbook/>

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To qualify for this promotional day delegate rate, a meeting or event must be booked and held before 31st March 2012 with a minimum of 10 delegates and maximum of 20 delegates. Offer is valid on new bookings only and does not apply to previously contracted meetings or events. Offer is subject to availability in designated meetings rooms at participating hotels in the UK. Offer is not available in central London or Heathrow area hotels. Offer cannot be used in conjunction with any other promotion except Triple Rewarding Events promotion when applicable. All Marriott Rewards and Rewarding Events terms and conditions apply.

# Tips for Finding a Job as a Top Executive PA

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by Alison Withers

**Being innovative and focused is important from the moment anyone starts searching for a top secretarial or PA role, especially in London, where the competition for jobs is fierce and likely to get more so.**

**It applies equally to how a person identifies possible opportunities and how they then present themselves to stand out in the right way from the inevitable crowd.**



## The Basics

Basic competencies taken for granted for secretarial and admin roles include excellent communication skills, planning and organisation, time management, the ability to achieve results, problem solving and computer literacy.

These are all skills that you can apply to the way you go about sourcing suitable vacancies - and if you do them well will be a practical demonstration of your abilities and experience.

Obvious sources of information on secretarial vacancies include the local papers, the job centre and various specialist job agencies online and on the high street. Because the information is so publicly available, however, it is going to attract large numbers of applicants.

While of course a job seeker should apply to all those jobs from these sources that are relevant many jobs are never advertised it is possible to widen the search and perhaps create opportunities by being innovative and this in itself can work in the job seeker's favour.

The first step is to put together a clear, informative CV of no more than two pages with your name and contact details at the top.





Recruiters frequently say that when faced with several dozen applications from which to select just six possible candidates for interview their pet hate is the CV that lists these skills - they have become a cliché.

### **Avoid lists and use examples**

Therefore, instead of listing them, you should try to find short examples of tasks you have carried out previously, whether in paid or voluntary roles, that illustrate each one and that you can summarise in no more than a two-line bullet point at the start of your CV.

Then list previous jobs with the most recent first and any relevant educational qualifications. At all times, lay everything out clearly in a word document in a standard, easy read typeface like Arial, in a font size that is readable and not too small, with no spelling or grammatical mistakes, all of which in itself also demonstrates that you have the basic skills needed.

Your CV then becomes a checklist to ensure any advertised jobs you are considering are appropriate but it will also help you if you make "cold call" type approaches directly to companies that interest you as well as when you enlist the help of family, friends and acquaintances who can spread the word on your behalf.

What else can you do to source possible vacancies? You can use social networking sites like Facebook and LinkedIn (a business oriented site) but you could also try some actual networking. There are countless local business networking organisations in most towns and cities and you could try to visit a few, where you have to do a 60 second presentation, but also take your CV.

### **Try networking events**

Most have regular guest days and although it means getting up early, dressing smartly and sometimes paying for your breakfast you could find opportunities you would not otherwise know about as well as impressing some of the members with your innovative approach.

Internships or offering a month or two of unpaid work experience are two other possibilities that you can approach companies with. You would need to find out the name of a person with authority to approach and prepare a very brief and positive reason for why you have selected them - that makes it clear that you have done some research on what they do and that you are keen to work in their sector.

Record every approach and application you have made and above all be positive and make an effort not to sound desperate, even if you are, and don't give up.

# Which sort of Entertainment is best for your Event?

---

By David Thomas

**If you're planning an event or researching entertainment options after a bad experience in the past, there are a few important factors you need to keep in mind. Here's a short guide to determining which entertainment options are best for your next event.**

## Think About the Type of Event you're Planning

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A new product launch has a very different feel and environment than a yearly board of directors meeting. The entertainment that you select should fit the "feel" of your event. For formal events it's appropriate to have something more conservative and low key. Having a small singing act or magic show is going to be a lot better received than something on the "spectacle" end of the spectrum.

Alternatively, if you are launching a new product, trying to get your audience excited and "pumped up," or wanting to bring a high level of excitement, you'll want to have entertainment to match. A cirque-style acrobatic show, a Broadway song and dance review or a high energy industrial rhythm show would fit the bill.

## Consider your Events Timeframe

---

Your entertainment should be the centerpiece of one night or afternoon during your multiple-day event. If you're running a one-day event, you'll need to have your entertainment on that same day. When you select an event entertainment option, you need to consider

how long the show will last and whether you have room for it in your schedule. It may be better to book entertainment that takes a little less time if you've got your attendees on a jam-packed schedule.

As you consider entertainment options, ask the corporate event entertainment experts what they suggest. Many can customise their shows to meet your existing timeframe so you can get the quality of show that you want in the time that you have.

## Understand your Entertainment Budget

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Your entertainment options will be affected by your budget, so it's important to get that nailed down as soon as possible. When you are creating your budget for your entire event, keep in mind that the entertainment can be the "make or break" part of your event plan. It's the thing that people are going to remember the most since it normally takes place at the end of the event.

If you want to keep your audience talking - and excited to come back the following year - it's important to create a budget for your event's entertainment. Don't leave your entertainment as the last item on your list. You can either get quotes from event entertainment companies



and use that to create your budget, or set a price and shop around to find an event entertainment company that will work within your budget. Keep in mind that while you shop, you may need to adjust your budget to fit the actual costs of professional event entertainment.

## Find Something Unique for your Audience

Entertainment has to be memorable so it's important to find something unique. This is even more important if your event audience attends a lot of trade shows and other industry gatherings. Giving them something fresh and exciting can really make a difference in their appreciation of your event and their attendance next year.

Thinking outside of the box and trying something beyond a typical comedian or keynote speaker can pay off in the long run.

David Thomas is a well-seasoned magician and corporate entertainment producer with Shows In a Box event entertainment. David's shows have been seen for many years at corporate and charity events all over the country. David's focus is on making you and your organization look great while making your guests laugh and be amazed time and time again. He is reliable, experienced, and always a professional. See why companies such as Exxon, Heinz, Toyota, Southwestern Bell and others have relied on corporate entertainer David Thomas time and time again.



## TRAVEL NEWS

## Turkish Airlines to increase Manchester service

Turkish Airlines is to add three more weekly frequencies to its Manchester-Istanbul route for the summer season, bringing the total number of flights to ten per week. Two additional services will be added from March 25, with a third extra flight commencing on May 28. The new frequencies will operate on Monday, Friday and Sunday using two-class B737-800 aircraft.



## Avis quadruples UK car hire locations

Avis has boosted its UK car rental locations to 335 stations, a quadrupling of the number it operates in 12 months.

Its UK network now comprises 306 town and city locations and 29 within airports. These include partnerships with hotels, golf clubs, leisure centres and managed offices.

It also runs 46 pick-up points at rail stations around the country, providing a taxi service to the nearest rental location.

## Emirates raises Newcastle to a Boeing 777

Emirates Airline will add more than 2,000 seats a week to and from Newcastle when it introduces a larger aircraft on its daily flight to Dubai from 1st September, 2012.

A 428-seat Boeing 777-300ER, the longest aircraft to ever operate from Newcastle, will replace a 278-seat Airbus A330-200 on the route - a capacity increase of more than 50 per cent.

The upgrade comes on the fifth anniversary of the route's launch. Since 1st September, 2007, almost 700,000 passengers have travelled with Emirates to and from the North East.

Emirates' key destinations for North East travellers include Dubai, Bangkok, Sydney, Perth, Beijing, Hong Kong, Tokyo and Mauritius.



## Manx 2 to launch flights from Oxford to Isle of Man and Jersey

Manx 2 is to offer daily, year-round services between London Oxford airport and both the Isle of Man and Jersey starting in May. The flights will commence on May 8 using Jetstream 31 aircraft, departing the Isle of Man at 1055 and Jersey at 1350, landing at Oxford airport at 1205 and 1455 respectively. The return legs will leave Oxford at 1225 for Jersey and 1515 for the Isle of Man, arriving at 1330 and 1625 respectively. London Oxford airport is used mainly for business aviation, although it has operated scheduled services in the past.



## Delta drops last remaining Gatwick service

Delta Air Lines has dropped its daily flight from London Gatwick to Atlanta and has switched it to Heathrow.

The move means the airline will offer a double daily service from Heathrow to its Atlanta hub from April 18.

The flight will be operated with a 246-seat Boeing 767-400ER aircraft, which offers 39 full 180-degree flat-bed seats in BusinessElite.

**R-Kive® urge small to large businesses to get organised**

# Manage your document storage with R-Kive® System Total Document Management



Is your business drowning under a sea of paper, clutter, and general disorganisation? Come tax return time, are you searching through pile after pile of records and documents? Studies show that the average person wastes 4.3 hours per week searching for papers; not only using up valuable time, but also adding stress and frustration to the workplace. In fact, research shows there is a direct correlation between productivity and clutter - the more clutter, the lower the productivity levels.

## Get the R-Kive® advantage

- A cost effective durable storage solution
- Easy document recognition and access
- Optimum use of space
- Environmentally Friendly storage system
- 50% stronger than basic strength boxes
- Selected products feature Fastfold™ automatic assembly, saving you time.



## Saves you time

Many products within the range feature the unique Fastfold™ technology, enabling quick and easy assembly. In addition to this there's no need to waste time re-filing, as when a folder or file is full you can simply transfer it to a storage box, drawer or filing unit for long term storage.

## Optimise use of space

Selected items within the R-Kive® System range are suitable for stacking which provides compact multi-level storage.

## Easy documentation recognition and access

All R-Kive® System products have clear labelling areas, to enable quick and easy recognition of the contents, making archiving easier with a lower risk of losing important documents.

R-Kive System is a modular range that can be tailored to meet your individual needs. In fact, there's an R-Kive® System product for every stage of a document's life, from the initial creation of a document through to the final archival. And as all the products within the range are compatible, you can develop a full system to suit your personal needs - from the simple yet sturdy R-Kive® Transfer Files, to the System storage boxes.

It's now so simple for businesses of all sizes to keep on top of every piece of documentation that enters the office - with a little help from R-Kive®.

For details of your local stockist contact Fellowes on 00800 1810 1810 or for more information about Records Management, advice and practical tips visit [www.fellowes.com/ukpromos/getorganised](http://www.fellowes.com/ukpromos/getorganised)

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# The Travel Experts



**Gary Jones, Business Development Manager in the Thames Valley region for Corporate Traveller talks about the business of travel**

**Q: Tell me more about your role at Corporate Traveller?**

**A:** I am a Business Development Manager for Corporate Traveller based out of our Oxford office, but covering the Thames Valley area as a whole. I look after around 25 clients in Slough, Windsor, Maidenhead, Reading and in between.

**Q: What sort of clients does Corporate Traveller look after in the Thames Valley region?**

**A:** We have a wide range of SME clients in different sectors from pharmaceuticals to mining and manufacturing. Our clients spend anything from £15k to £1m per annum on business travel, but the average spend is around £110k. We have also just won new business from a major telecoms company and a key player in Formula One.

**Q: What are the main challenges facing local companies in the current economic climate and how can Corporate Traveller help?**

**A:** Companies are looking to reduce costs as far as possible. Business travel can often be their biggest expense, but SMEs rarely review their travel policy or don't have one and assume that they are better off booking their own travel online. Yet, there are many hidden costs in using the internet and you can end up paying more in cancellation and change fees. Once clients start working with us, they realise how we can save them money. Bringing an expert Account Manager on board frees the client up to focus on their core business. Corporate Traveller's Account Manager's are all experts in booking business travel - their expert advice and knowledge will save clients time and money. They will point out where savings can be made, for example by taking a later flight, staying a Saturday night, or booking in advance.

**Q: Why should a local company in the Thames Valley region use Corporate Traveller to handle their business travel**

**A:** All our clients have one local dedicated account

manager who looks after their travel requirements on a day to day basis by phone and email. The account manager really gets to know the client, builds a rapport with them, and understands their travel needs. Most travel management companies do not give SME clients a dedicated point of contact as servicing is handled by a call centre or team. Our clients tell us that they switched to Corporate Traveller because they felt that their previous agent did not value their business and the client wanted a personal service with expertise. We help them introduce a strong travel policy and get clients to take a fresh look at their travel culture. Clients have access to a much wider range of products and suppliers and they benefit from the buying power of our parent company Flight Centre Limited. In addition to giving expert advice, we also provide a 24/7 emergency assist service, which since the Ash Cloud crisis in 2010, has become an important facility for travellers.

**Q: Do you think that the London Olympics will impact on business travel this summer?**

**A:** The availability of hotel rooms in London and Greater London will be the biggest issue. We are advising clients to plan and book early or look at alternative meeting destinations. Fortunately August is traditionally a quieter month for business travel.

**Q: Where are the up and coming business travel destinations in 2012?**

**A:** We are seeing more business to emerging markets such as China, India and South America. Plus places like Dubai, South Africa and Australia. However many of our SME clients have key business interests in Europe and the USA, so these are still popular destinations.

**Q: What single thing would you like to see happen to improve your business travelling life, or that of your clients?**

**A:** Whilst airline travel has become much smoother and quicker with the introduction of online check-in and e-ticketing, there are still long delays at immigration and security, which is very frustrating for business travellers. There still need to be improvements to speed up the process.

**Q: What three items do you never leave home without when on business?**

**A:** My laptop, my phone, and a spare tie (in case I spill anything!)

**Q: Do you have any inside travel tips to share?**

**A:** Book as early as possible. If you can book three weeks ahead for example, you will get a much cheaper air fare. And be flexible about which airline you fly with. If you fly via a continental hub such as Amsterdam to reach a long-haul destination you can save money

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## TRAVEL NEWS

**Which? critical of hotel price guarantees**

Which? has criticised hotel price guarantees after finding that few of the major chains immediately offered to match lower rates customers found elsewhere.

Researchers found lower prices elsewhere for the same hotel on the same night at 12 out of 14 hotel chains offering a Best Price Guarantee.

However, they were told they must book and pay for the room directly with the hotel before their claim for the lower rate would be considered.

Only Britannia and Jurys Inn offered to immediately match the lower price, while the others said customers had to submit a claim with evidence of the better deal and the hotel would then decide if they qualified for the price match.

Claims procedures were often inconvenient, said Which?, involving online forms, pricey 0870 numbers, currency conversions and waits of up to three days.

Although some of the hotel chains surveyed by Which? offered an additional discount or free nights on top of the price match, Which? said that if customers waited for hotels to confirm the deal, they risked losing the lower rate available elsewhere.

**Cleaner toilets help save BA £20m**

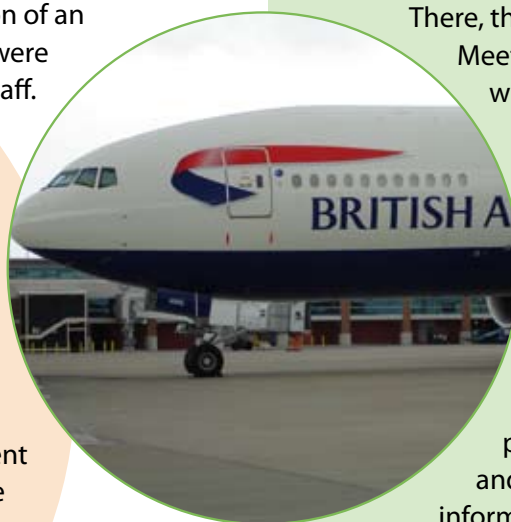
British Airways' staff saved the airline enough fuel to power 550 flights from Heathrow to New York last year following the introduction of an online suggestion box. More than 200 fuel-saving ideas were submitted by pilots, cabin crew, engineers and ground staff.

Some of the more unusual suggestions included replacing glass wine bottles with plastic, reducing the amount of water carried onboard, and descaling toilet pipes on Boeing 747 and 777s. The latter suggestion saved £600,000 as a result of reduced weight - and also improved the performance of the toilets.

The airline has also employed more conventional methods such as reducing the use of auxiliary power units, single engine taxiing and performance improvement packages on more than 40 777s. In total the savings were worth over £20 million.

BA head of environment Jonathon Counsell said: "This really has been a team effort. It goes to show that small changes here and there can add up to significant savings. Not only does this help us to reduce our environmental impact, it also saves us money."

British Airways is working on more projects to save fuel in 2012, including the use of new, lightweight catering trolleys, headsets and cargo containers.

**Airlines take in-flight networking to new heights**

Airlines are taking in-flight networking to new heights by letting passengers choose their seat buddy.

Two carriers, KLM Royal Dutch Airlines and Malaysia Airlines, are letting passengers share their social-network profiles or photos and pick seatmates before the flight.

KLM's Meet & Seat and Malaysia Airlines' MHBuddy 'social-seating' programmes let passengers see who will be on the same plane or who else is flying to San Francisco to attend the same business meeting.

The can even be used to pursue passengers' social-network profiles to find a potential soul mate.

After passengers book their flight, they have from 90 days to 48 hours before departure to access 'Manage my Booking' on the airline's website.

There, they can choose Meet & Seat if they want to opt in to share their Facebook or LinkedIn profiles with other passengers.

They can also edit their profile and photo and choose which information they

want to share with other passengers.

The seating map displays the seat choices and Facebook or LinkedIn profiles of other passengers who have decided to participate in Meet & Seat. Users are notified by emails.

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# Unusual Venues



## The Lowry, Manchester

The Lowry is a world class visual and performing arts centre, and an established conference, meeting and events venue, offering a unique and alternative venue solution, in an innovative, contemporary and inspirational environment.

The architecturally dramatic venue provides a fantastic range of spaces and hosts a variety of events including: large scale conferences in the theatres for up to 1,730 delegates; presentations, dinners and Christmas parties in the flexible event rooms; a private reception or networking event in the contemporary exhibition Galleries; or simply a smaller meeting/training room incorporating built-in audio-visual facilities.

## The Boilerhouse, Grantham, Lincs

The Boilerhouse is a conference and events venue in Grantham featuring three unique, multi-functional and contemporary spaces flooded with natural light in a clean and modern setting.

The building offers different facilities for a wide range of uses from meetings and conferences, corporate parties and private dining, to exhibitions and training workshops. The Boilerhouse site has also been specifically designed to cater for framed marquees, with all facilities, including lighting and AV services available.



## The British Museum

The British Museum houses one of the greatest collections of human cultural history in the world - but did you know that it also has a suite of conference facilities in the Clore Education centre. Designed by Lord Foster, the British Museum's Clore Education centre provides the perfect environment for everything from presentations and seminars to product launches and brainstorming sessions.

Delegates and guests will not only enjoy state-of-the-art seminar facilities, during gallery opening hours they will also get access to the collections for inspiration, distraction and relaxation. The perfect place for real free thinking and an unforgettable event.



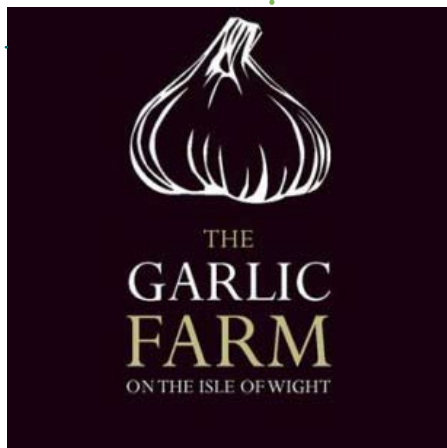
## The Garlic Farm

Set in the beautiful Arreton Valley Isle of Wight, The Garlic Farm is a unique and inspiring location for a company meeting. The Farm is located 15 minutes from the ports of Ryde and Fishbourne so easily accessible from the mainland.

Events can be held in either the Education Centre or Heritage Centre and there is an on-site restaurant for lunch or evening meals. Equipped with interactive whiteboard for slide shows, films and presentations, wireless internet access and stunning views across the Arreton Valley.

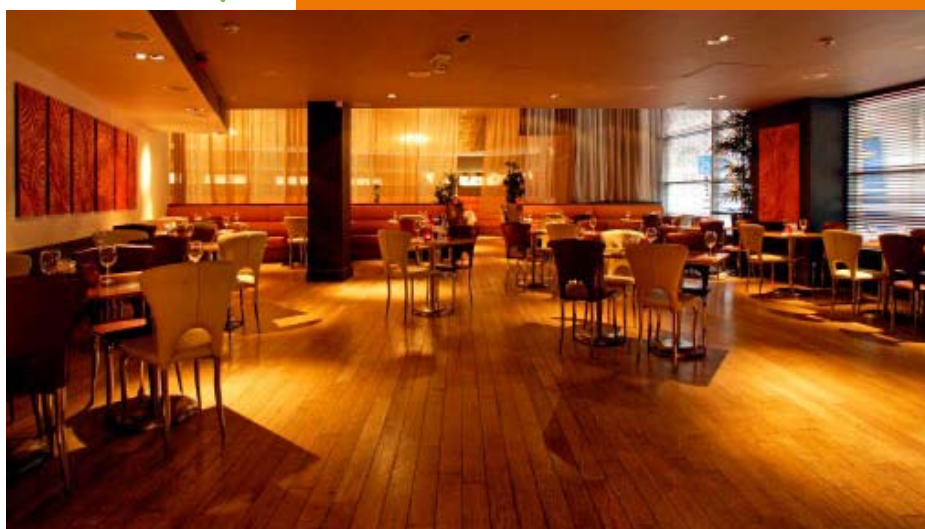
The old granary barn is a beautiful wooden-beamed, stone-walled building which makes a cosy environment for pre dinner drinks, intimate dinners or chamber style music concerts.

Facilities include a function room for up to 50 people, on-site catering and accommodation for up to 35 people.



## Tiger Tiger Newcastle

Tiger Tiger has an extensive range of rooms that can be used for the perfect company conference, after-work drinks or a lively celebration event. With a full choice of buffet menus from canapes and finger food to hot and cold fork buffets you will be spoilt for choice. No event is too big or too small and we will cater to all budgets. Their team of



events specialists are always on hand to help you plan every aspect of your event and ensure it's delivered to your exact specifications. Maximum capacity 1800.



## Coventry Transport Museum

Located in the heart of Coventry within 10 minutes distance from the M6, M69 and 15 minutes distance from the M1, M40 and M42, Coventry Transport Museum has unrivalled impact for a central venue. As one of the largest transport museums in the world, it is a venue with a difference, offering everything from boneshakers to high-speed simulators, with all the ingredients for a successful event and a truly memorable experience.

Full Day Corporate Delegate Package £30.00 + VAT and includes 10% off voucher for Coventry Transport Museum shop and 20% off voucher for Esquires Coffee Shop for all delegates.

# Featured Venues



## The Old Swan & Minster Mill

Set in 65 acres of idyllic Cotswold countryside, the **Old Swan & Minster Mill**, a de Savary property is situated in the picturesque hamlet of Minster Lovell in West Oxfordshire.

### Bedrooms

The Old Swan captures the charm of bygone years, throw in a good measure of modern convenience, add to it the laid back atmosphere of the gastro-pub inspired dining room and log fired bar and you'll feel like there's no place like it.

The adjoining Minster Mill has 46 funky modern rooms, smaller and without the history of the Old Swan but all with the familiar style and personal touches of the de Savary family. Here the delegate rooms are also available within a stone's throw from the Minster Mill meeting spaces.

### Conferences

The four Mill meeting rooms can easily accommodate up to 60 delegates and are situated within the Cotswold stone buildings of the Mill. In addition



to the free flow tea and coffee, complimentary WIFI, home baked cookies and cakes, the conference facilities are supported with a Host Manager to ensure that all training and meetings run smoothly.

24hr rate starts from £195 + vat and Day Delegate rates from £85 + vat

### Dining

Dining is provided at the Old Swan in a series of cosy, flag stoned rooms with exposed beams and open fires. The food, fresh and locally sourced, is gastro-pub in style with the de Savarys setting the trends once again.

### Activities

Teambuilding and other activities including fly-fishing on the River Windrush, tennis, boules, badminton and cycling are on offer. Horse-riding and golf are also available nearby. There are also a number of activities for children including a children's petting farm.

Besides its stunning setting, its great location means it's only a short drive from Oxford and London, perfect for a business trip or luxury leisure break.

**[www.oldswanandminstermill.com](http://www.oldswanandminstermill.com)**



## CIGALON

If you are looking for a truly unique venue which will provide you with a personal service to ensure that your celebration is one to be remembered, then you need to look no further than Cigalon.

Housed in a magnificent former auction house on Chancery Lane, Cigalon has a green house glass-ceiling, double height dining room that makes it a unique setting for your event.

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



## BARANIS

BARANIS takes advantage of the striking features of the grand vaulted cellar space it occupies with 'booths' built into the arches. It is a dramatic but also very discreet room. BARANIS is a late-licensed bar with disco facilities.

The following services can also be arranged: florist, band, photographer, videographer, DJ.

The most eye-catching feature of the bar is its indoor pétanque court (the UK's only indoor court) available for private hire.

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



## Le Cercle

### Le Cercle Lounge Restaurant

Le Cercle is a French chic venue located near Sloane Square in London. The Lounge and Restaurant is specialised in imaginative interpretations of traditional French cuisine in stylish and friendly surroundings. The grazing menu allows diners to taste a wider selection of dishes from the extensive choice offered.

### Your event at Le Cercle

The dedicated and experienced team can help you to plan the most inexpensive to the most extravagant event depending

entirely on the kind of day that will make it special to you.

Le Cercle is an ideal location for all type of events and offers bespoke packages available to suit all budgets

The following services can also be arranged: Florist, Band, Photographer, Videographer, DJ, on-site accommodation.

Complimentary menu tasting and recommended supplier details available on request.



### Private Function Room and Booths

The private room can host up to 25 people. It has been rated as one of the best function room (10-30) in London by Square Meal. There are also semi-private booths for up to 6 people available for bookings.

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