

# PA ENTERPRISE

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

March 2014

**The  
dangers of  
poor body  
image**

**Seven deadly  
sins in the  
workplace!**

**Hotel Horoscope Part 2:  
What's your 'star' hotel?**

**Ask the PAnel:**  
your questions answered by our  
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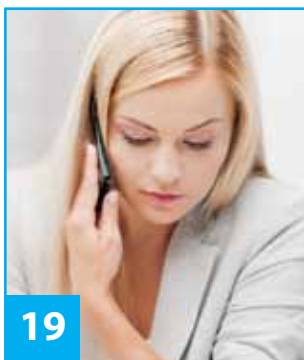
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PA Enterprise is sent to DeskDemon UK e-newsletter, audited by ABCe (5th/6th July 2007) with a net distribution of 70,581 email addresses.

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## PA ENTERPRISE MAGAZINE

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# New event helps women to boost workplace results

A new event, set to take place in May this year, will help women to set and reach goals within the workplace.

The conference, called CareerSpa, is designed to help professional women to set and achieve career goals. Conference attendees will also learn how to develop a personal brand, communicate with impact, and – vitally – achieve work-life balance.

The CareerSpa, conference is set to take place on Friday May 16th at Whittlesbury Hall in Northamptonshire, and tickets are priced at £125 per person.

“Women spend lots of time juggling home, work and other commitments,” said Gill Amos, co-creator of CareerSpa. “So we’ve designed



For more information  
or to book tickets  
for CareerSpa go to  
[www.careerspa.co.uk](http://www.careerspa.co.uk)

this day to give professional women the time to take a step back and refocus their careers. It’s also a great chance to meet like-minded people and develop new skills. We want women to go back to work feeling refreshed and ready for action.”

## ‘I miss buttons on my mobile phone’

In a recent survey conducted for emporia Telecom, 35% of over 40s using a smartphone admitted that they missed having physical buttons to press.

From the age of 40, people’s manual dexterity begins to gradually fade. Whilst it is impossible to notice this on a day to day basis, as they age people have significantly less feeling in their fingers. This impacts the ability to use a touchscreen as effectively, particularly as tactile feedback is important to confirm the press of a button.

But it isn’t the case that older people are disinclined to use any touch technology – 25% of tablet sales are to the over 55s, demonstrating that, at the right size, touchscreens have universal appeal. The issue is with smartphones where a QWERTY keyboard is tiny on the screen.





# Businesses could face big bills over holiday pay

*North West law firm Maxwell Hodge is warning that a recent tribunal decision on holiday pay could lead to huge bills for employers.*

In the case of *Neal v Freightliner Ltd* the tribunal held that EU law requires the amount of a worker's holiday pay to be based on their normal remuneration, which includes not only basic salary but any element of pay linked to the performance of the worker's contractual obligations, including overtime.

Heather Grant, employment lawyer at Maxwell Hodge said: "The recent tribunal decision has thrown open a new pitfall for employers: the calculation of holiday pay in relation to overtime. If an employee regularly does overtime it now appears that this should be factored in to the calculation of their holiday pay."

UK law currently states that hours which aren't guaranteed by the contract i.e. voluntary overtime, don't need to be considered when calculating holiday pay. As a result most holiday pay is based on the basic salary of an employee. However, the Tribunal's decision means that voluntary overtime now has to be considered.

A further complication though is that this ruling only applies to the four weeks of

annual leave guaranteed under EU law. For the additional 1.6 weeks provided by UK law or any additional contractual holidays awarded, holiday pay can be calculated using basic salary, meaning employers face some complicated sums.

Heather warns: "This ruling could have a major impact on some industries where workers undertake lots of overtime. There is a concern that employees can also back date their claims to as far back as 1998, so we are looking at a big financial bill here. The case is being appealed but the decision is in line with recent decisions on the subject from the European Court of Justice, so the prospects of it being overturned are not good.

"Our advice is that businesses should prepare for the worst and consider taking steps to minimise the financial cost of this decision. For example companies could consider reducing the amount of overtime on offer or even the level of overtime pay, so that if the decision is upheld, the cost of including overtime in a worker's holiday pay is less of a financial burden."

# The dangers of poor body image

*Women and Equalities Minister Jenny Willott is warning that we urgently need to address the widespread problem of poor body image, as evidence mounts of its harmful effects on mental and physical wellbeing.*

With hospital admissions for eating disorders on the rise – 8% in the last year – and cosmetic procedures continuing to soar – over 50,000 performed in 2013, a rise of 17% since 2012 – some experts are claiming social media and celebrity culture are part of the problem.

Jenny Willott said: “There is so much pressure on young people to conform to the ideal body – even Olympic athletes, young women at the pinnacle of their strength and performance, are telling us they feel scrutinised about their appearance.

“This causes immense distress to young people and their families, but it also affects young women’s confidence and aspirations in the job market. The whole of society pays a price through the waste of unfulfilled talent.



“It has never been more important for us to help young girls and women to have confidence in the full range of their talents, and to raise their aspirations beyond how closely they match unrealistic standards of beauty.”

Poor body image is linked to depression, obesity, low aspirations and eating disorders. While eating disorders are multi-factorial with no simple cause, body image is undoubtedly one of the factors involved in both their development and, most importantly, their recovery.



In December 2013, the Government published the report of an academic seminar, involving experts from around the world, which showed the worrying effects that poor body image has on women's and girls' health and wellbeing. The report highlighted:

- people with poor body image are more likely to gain weight over a five year period, regardless of their starting BMI;
- poor body image has been linked with a range of risky behaviours including drug and alcohol abuse, self-harm, unsafe or abusive sex; and
- poor body image results in reduced educational and career aspirations, reduced participation in sports and school activities, and lower academic performance.

The Government's Body Confidence campaign continues to work with the media, advertising, retail and fashion industries to encourage more diverse and realistic representation of body shapes, sizes, ages and skin colour.



## Train lateness maps and worst train stations for delays

RDF's new website [www.railtracker.co.uk](http://www.railtracker.co.uk) analyses train movements and has identified the top 10 worst stations for delays. Honiton railway station in Devon came top of the list.

### The top 5 worst train stations for delays yesterday were:

- **Heyford** (average delay 33 minutes per train, 181 late trains)
- **Penrith** (average delay 29 minutes per train, 169 late trains)
- **Lockerbie** (average delay 28 minutes per train, 165 late trains)
- **Oxenholme Lake District** (average delay 26 minutes per train, 194 late trains)
- **Lancaster** (average delay 24 minutes per train, 279 late trains per day)

[www.railtracker.co.uk](http://www.railtracker.co.uk) stores UK train movement and produces analysis, insights and graphics showing late train station hot spots and lists of worst train stations for delays. Unsurprisingly, currently there is a strong correlation between the train lateness maps and flood maps.



### New launch for spring from Bronnley

2014 marks a milestone for toiletries brand, Bronnley, as it enters a new era of rejuvenation in its 130th anniversary year. Its Citrus Collection, featuring 3 scent stories, has undergone a makeover with subtle reformulations, new products additions and fresh new packaging.

21 products are in the Citrus Collection. Hand wash and hand lotion combinations, creamy triple-milled soaps and refreshing shower gels with complementary body lotions and light EDTs offer a complete body-care regime in each scent of Lemon & Neroli, Lime & Bergamot and Orange & Jasmine. Prices start at £4.50 for 1 x 100g Soap.

There are some new product additions too for 2014. The Orange & Jasmine scent welcomes two new accompaniments, hand wash and hand lotion.



# Sickness absence fallen dramatically

New figures from the Office for National Statistics have revealed that the number of days lost to sickness absence has fallen by an estimated 47 million in the past 20 years.

According to the research, the total number of days lost to sickness has fallen to 131 million, which marks an average of four days a year per worker.

The percentage lost to sickness within the private sector was found to be at 1.8 per cent, compared with the figure of 2.9 per cent in the public sector. In addition, workers in London were found to have the lowest percentage of hours lost to sickness.

It also revealed that men have lower sickness absence rates than women, while sickness absence was also found to rise with age but fall following eligibility for state pension.

Ami Naru, an employment specialist at national law firm, Irwin Mitchell, said:

“Whilst sickness absence in the workplace is inevitable and unavoidable most of the time, employers have toughened up in terms of policing sickness, with appropriate policies and procedures in place. The fall in sickness absence, although welcome news, will therefore probably not come as a surprise to those prudent employers who have such policies in place.

“It is also not a surprise that hours lost to sickness are higher in the public sector, where there are often more generous sick pay provisions.

“It is also interesting to note that women generally have higher sickness absence than



men and this may be because women elect to take paid sick leave, rather than time off for dependents when they have a poorly child or childcare issues for example.

“In terms of approaches to tackle sickness, we have seen a variety of tactics used. For example, larger employers have in the past invested in in-house counselling support which allows workers to get support on key issues which will help them recover and reintegrate into working life.

“In addition, return to work interviews used as part of an absence management procedure are always a useful tool as they allow an employer to ask important questions about the absence in a sympathetic manner – which often leads to an early intervention on key issues affecting their staff.

“Having the right tools in place can make a huge difference not only to absence rates, but to the overall welfare of staff.”

# Seven Deadly Sins in the Workplace

By KW Norris

*Are you or someone you know guilty of any of these? If so, beware! You could be putting yourself at serious risk of missing out on promotion - or even losing your job.*

## 1. Lie

In spite of how they may appear lies are always known for lies by some and often everyone in the workplace. Only the liar thinks it is a secret. You lose trust. Your superiors and your fellow workers instinctively don't trust you. They may be as careful as you are in hiding their true feelings. If you don't sense their lack of trust, you are missing the signals.

## 2. Embellish the facts

We all laugh at the fisherman's stories of "the one that got away" and we rarely believe him. The same is true in the workplace. Subtle though your embellishment may seem, it is a lie disguised as truth and detected as self serving. Embellishing facts has no place among workers whether closely working together or having only occasional contact. Each worker depends on her job for many reasons. Putting that job in jeopardy by accepting embellished information or other poor work and passing it along, cannot and usually is not accepted. People redo the work, finish incomplete research and generally clean





A woman with dark hair, wearing a light blue top, is looking intently at a red folder she is holding. In the background, another woman is blurred, suggesting an office environment. A decorative callout box is overlaid on the top right of the image.

*Don't put your job  
at risk! Beware the  
seven deadly sins in  
the office!*



up the sloppy work handed to them. Or they give it back as unacceptable.

### 3. Negate

Passing negativity on what others say or do is demeaning and fault ridden. No one likes it even if done in "fun". It may be called hostile humor. It may simply be what it is, your effort to discredit ideas and work of someone else. It may take a while for this to catch up with you. If you find people avoiding you or not making suggestions in your presence, take that as you having been discovered. Unless you change, it is all downhill from here.

### 4. Back biting

There are good bosses and bad ones. Most are somewhere in between with their good days and no so good days. Regardless, back biting does not serve you well even when others agree with you; even when the boss or coworker really is bad. Your criticism of another person makes everyone uncomfortable and looking to avoid you.

### 5. Just get by

This is entitlement mentality. No one owes you a job or good pay. You must earn it. When you earn it, most of the time your employer gives it to you. Sometimes that doesn't happen. Nonetheless, keep on doing and earning while you carefully evaluate your true efforts, your attitude, anything about you or your work that could be the cause for not getting the reward. Nearly always you will find something in your behavior, direct or

subtle, that is the cause. Own up to it and fix it. If you are a slacker and do nothing to change, you can expect to be treated like a slacker.

### 6. Workplace romance

Whether it is a one way romance seemingly not affecting the other person or a two way "mutual consent" romance, on the job is not the place. It makes other workers uncomfortable and rarely turns out positive for anyone including you. You put the boss in a tight spot because others will complain and he will need to do something about a very personal matter that you have exposed in a very public place.

### 7. Take and don't give in return

Some folks just naturally bring goodies to share around the workplace, they buy lunch for others, they smile and add pleasant cheer to the work. You don't have to be a Pollyanna to be successful. You DO have to say Thank You often. You DO have to give back on some occasions. The more you take, the more you need to give back. When you don't, other employees take note and it does not set well with them. The boss is unlikely to let you go just because you are selfish. However, the boss does consider attitude when promotions and raises are considered. Taking and not giving in return is a bad attitude. And, some of your peers, who give often and receive nothing from you in return, will someday be your boss.



# Brother launch WiFi enabled compact scanners

*Brother is launching a range of compact document scanners, designed to offer a cost-effective and versatile solution for flexible working environments.*



The scanners can be easily moved around the office and shared by users, making them ideal for growing businesses requiring flexible IT provision.

Supporting the working trend of hot desking, the scanners offer wi-fi connectivity and are compatible with Mac and Windows devices.

The scanners are easy to use and can scan everything from plastic cards to A4 two-sided documents and feature a 20 page automatic document feeder. The top model of the range features an LCD touchscreen to further improve the ease of use.

The range also enables users to easily scan directly to iOS, Android and Windows smartphones or tablets via Brother's iPrint & Scan app. Users can scan straight to a USB media pen, email and to their network. On the ADS-1600W users can scan direct to cloud services including Facebook, Picasa, Flickr, Google Doc, Evernote, Dropbox, Box.net and SkyDrive.

As well as being compact, the devices offer high quality, high speed scans and can process two sided documents.



The range features bundled software including Nuance PDF convertor 7, ideal for creating digital databases of searchable PDFs and converting business cards into searchable databases.

Designed to produce professional scanned documents, the range offers features such as 'auto de-skew', 'remove background' and 'bleed through prevention'. The machines also have TWAIN and ISIS drivers as standard, making it easy for them to integrate into existing IT systems.

For further information on Brothers scanner range, visit [www.brother.co.uk](http://www.brother.co.uk)

# ASK the PAnel

Back by popular demand! Many of you have asked for our 'Agony' section to be brought back, so here it is. This time we have a panel of experts to help you with any work related questions, queries or problems you may have.



*Paul Pennant is Managing Director and lead trainer for Today's PA*



*Alison Boler has been the Executive Assistant to three Heads of Legal & Business Affairs at ITV since 2007*



*Lindsay Taylor is the Director of Your Excellency Limited, an executive training and coaching organisation in the UK.*



*Phil Jones is Managing Director of Brother UK Ltd and is an award winning business leader and speaker.*

Some of you are already familiar with Paul Pennant, our original Agony Uncle and we are also delighted to welcome on board PA Trainer Lindsay Taylor, who is currently wowing us all with her great A-Z Pearls of Wisdom series and also Alison Boler, an award winning legal Personal Assistant whose passions include writing, championing PAs (and you know how much we love to do that at DeskDemon) - and each month we will have a guest boss panel member. If your boss would like to take part - please email [editor@deskdemon.com](mailto:editor@deskdemon.com)

So, everyone, what's niggling you? What keeps you awake at night? Don't sit and fret in isolation - the team is here to help. Please send your questions to us by emailing [askthepanel@deskdemon.com](mailto:askthepanel@deskdemon.com) and we shall pose them to our panel. If you prefer to remain anonymous, just let us know and we will omit your details.



## Question:

I'm a Male Secretary firstly I'm pretty confused about the job title, I'm not a high powered PA so I remain a secretary because this is the public sector and there is not much scope for development here, for me to move on will be nigh impossible I don't have corporate experience and I'm a man which can go against me in the corporate world however the public sector implements Equal opportunities and I'm more accepted here and I probably feel more comfortable here anyway

I very rarely meet other men in this profession and feel a bit isolated in my role is there any male PAs or secretaries working in London as I never meet any, however I do network at PA network events.

My question is – how can I move on with my role under my unusual circumstances?

## Answers:



*Alison Boler*

All sectors, industries and companies should implement equal opportunities, not just the public sector, so there is no reason at all for your not to be able to make the move into corporate. If you want to make the move then make your current skills and experience fit the corporate role you are looking for. When I started as a PA I really had minimal business experience, but I just got my foot in the door and used my first jobs to learn the business / industry and I could then move on and up from there.

I have moved from television media into extremely corporate law firm jobs because I made my skills and experience fit the job that I wanted. Being a male PA should not go against you, some of the top PAs in the country are male PAs, working at the highest level in both public sector and corporate.

If you are feeling isolated then I can highly recommend you get on Twitter / LinkedIn, both are a great resource for connecting with other PAs (especially other male PAs). There are loads of male PAs on LinkedIn so why not set up your own Group for male PAs based in London? Recruitment agencies are on LinkedIn too so make sure you get a cracking profile and sell yourself!

# ASK the PAnel



## *Paul Pennant*

You make a number of points here:

- **You're confused about your job title.**
- **You feel that there isn't much scope for development.**
- **You feel isolated as a male secretary in what is traditionally seen as a female role and environment.**

Firstly, where is the confusion in your job title? Whether your role is purely secretarial or more of a PA role is dependent on many factors – but, being the NHS, you will have a job description and a clear job title. Please don't feel confused, insecure or apologetic about it.

Secondly, why do you feel that there are limited opportunities for professional development? You already know that the public sector has an Equal Opportunities policy. What you may not know is that there are thousands of male PAs and Secretaries within the public sector. Many of the top PAs in this sector are male and, until he left his role a few months ago, there was a male PA to the Head of the NHS. However, please don't write off working in the private sector. There is an increasing number of male PAs in a wide range of businesses throughout the country.

Which brings me on to your feeling of isolation in your role. Yes, you do work in a predominantly female environment. As I was a male PA, also in the NHS, I can empathise with you here. You say you attend PA network events but if you find networking is 'notworking', there are dozens of groups on forums such as LinkedIn. I am sure there are many male PAs on Deskdemon's forums, too.

You may also want to consider some training related to your role. For instance, I appreciate that you may have

*Each month we will have a guest panel member. If your boss would like to take part - please email [editor@deskdemo.com](mailto:editor@deskdemo.com)*

been in a hurry to post your question but please take care with your grammar and spelling. There is a vast array of books and training courses available, all aimed at improving our grammar and business writing.

You need to remember that, with the exception of your gender, you can take responsibility for all aspects of your career.



**Lindsay Taylor**

Firstly I'd like to understand your comments that

"I don't have corporate experience and I'm a man which can go against me in the corporate world" and "I'm more accepted (in the public sector)".

What do you base these beliefs of yours on? What tells you that and what experience have you of working in what you call "the corporate world"? Very often we hold beliefs that can limit us from achieving and moving forward and this sounds like something that could be explored more.

In my experience (and if you read recent research here) the role of the PA in the corporate world is increasingly being influenced and "infiltrated" by males as a credible profession. It might be useful for you to make a note (do a mind-map or whatever works for you) of all the things you do in your day to day role in the public sector and then think about these transferrable skills into what you call "the corporate world". I would be willing to "bet" that everything you have experience of in your current public role are valuable and transferrable – and ultimately highly beneficial skills - in the corporate sector.

I would also like to pick up on your comment about your job role as "I remain a secretary" because very often there is a "stigma" attached to the job title that comes with your name on an organisation chart – particularly within the public sector which is more "structured" and hierarchical with specific job titles and descriptions for individuals at a certain grade or level. Very often a "secretary" in one organisation (or sector, or team even) is doing the same role as a "PA" or even an "EA" in another organisation (sector, or team).



# ASK the PAnel

Whilst I agree you may not meet many other male PAs at networking events (even in London) per the article and my experience with working with PA clients, the number of male PAs is increasing. Also your isolation as PA is often something felt by all PAs (female as well as male) which is why networking in itself is so important.



## *Phil Jones*

This might seem counter intuitive but concentrate less on your sex and more on your value – you may be getting in your own way. The workplace is becoming agnostic when it comes to who you are; it's more about what value you can deliver.

All employers are looking for people with the right attitude, people that can make things happen, be flexible, open and assist with achieving objectives across the whole organisation.

Set your objective to be world class at what you do - your comfort zone may well be holding you back from opportunity. I attended the PA awards in London this year and there was a male on the shortlist for 'PA of the Year' and another delivering breakout sessions at the show. No reason why this can't be you!

Join as many of the online PA networks hosted on Twitter and LinkedIn where you'll find you are not a lone voice but one of a growing community of males in this type of role. This will build your confidence and open your mind to the wider opportunities that may be out there.

Finally, don't stare up the steps, step up those stairs! Shoulders back, chest out, big smile and be confident in who you are and what value you are delivering within the organisation.

**So, everyone, what's niggling you? What keeps you awake at night? Don't sit and fret in isolation – our panel of experts to help you with any work related questions, queries or problems you may have.**

**CLICK HERE to send us your question.**

By Justin Cobb

# Be present

*You may spend upwards of 50 hours a week at your desk and think that you couldn't possibly do any more for your company – but have you considered just how much of that time is actually being mentally present at work? All too often we judge time by quantity not quality, and it may well be the case that you are only physically present a lot of the time. Being mentally present at work is a skill in itself and it is one that is harder to master than you may think.*

We are all programmed to count the amount of hours that we spend at work, but those that are truly passionate about their job never really switch off. It's about being there in mind, body and spirit and showing the world just how focused you are on your end goal. With a few tweaks we could all increase the amount of time that we spend being mentally present at work. Here are two tips to get us started:

## Exercise regularly

One of the biggest blocks to our creativity is lack of exercise. Not getting enough exercise makes it very hard to feel mentally present at all. You will catch yourself daydreaming at your desk, and twiddling your thumbs during meetings. If you are too tired to concentrate your colleagues will mistake this for you not caring. Ensuring that you exercise 3-5 times a week, you will be far more alert, active and driven throughout your working day.

## Take regular breaks

Taking regular breaks really helps to keep your concentration levels up. Even a 5 minute walk around the office once an hour is enough to wake your body up a bit. Make sure you take a proper lunch break too - you'll head back to your desk feeling revived and ready to hit the ground running again. Spending too much time in one place can batter your concentration levels and you will become unproductive.





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### Keynote Speakers

**For 2014 International Confex has lined up two exciting keynote speakers**

#### **Karren Brady - Wednesday 12th March 12.00pm**

Karren Brady CBE, Vice-Chairman of West Ham Football Club, business ambassador, UK sporting executive and star of The Apprentice, will provide the keynote speech on day one of International Confex this year.

#### **Kanya King- Thursday 13th March 10.00am**

Kanya King the founder and CEO of the MOBO Organisation, launched in 1996 to celebrate urban music. Now employs hundreds of people and The MOBO Awards is Europe's largest urban music awards show. Kanya is speaking on day two of International Confex.

### Seminar Programme

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# The importance of time management

By Matthew Goodchild

*Ask any successful business person what their secret is, and the chances are that they will cite 'good time management' as one of their skills. The ability to manage your time and only spend your efforts on things that are relevant is a difficult one to master, but it is well worth persevering with as successful time managers tend to excel at everything they do.*

So what's the trick to effective time management then? Entrepreneur and sales guru Matthew Goodchild thinks he knows. He says, 'Time management is all about organisation, and also about the ability to say no to things. Too many people get led off-track by unimportant meetings and endeavours that garner no results. If you want to get ahead in business then it is critical that you learn how to distinguish between necessary and unnecessary commitments. Your time is precious – don't waste it on the wrong things'. Matthew recommends the following tips for improving your time management:

## Get Some Help

First and foremost, you're going to need some inspiration – and a time management course is a great thing to do. Courses are relatively short and you will come away with a box full of new tricks for dealing with your time pressures. You will learn how to say no,

and you will also learn how to ask assertive questions in order to ascertain whether or not something is completely essential to spend your time on.

## Get Organised

Next up, you will need to get organised. This means syncing your diary across all of your devices so that you always have access to one calendar, no matter where you are. Spend ten minutes on a Monday morning plotting the rest of the week, making sure you leave plenty of time for personal endeavours and time with your friends and family. After all, a good work/life balance only serves to boost your productivity and overall happiness.

## Get Strategic

If your time management is good, then it's time to pass your skills on to the rest of your team. Encouraging everybody to effectively manage their time means that you will benefit from a far more effective workforce.







# Hotel Horoscope 2014:

## What's Your 'Star' Hotel?

### Worldhotels Presents the Ideal Hotel for Each Star Sign

*Worldhotels, a global group for independent upscale hotels, has launched its annual Hotel Horoscope 2014. The popular compilation reveals a hotel recommendation for each star sign among the group's portfolio of almost 500 hotels worldwide.*

What's more, with the "World Treats" rate, Worldhotels guests can enjoy great deals until 28th February 2014 - whether they believe in horoscopes or not. This special discounted rate includes breakfast and 1,000 frequent flyer miles, and can be booked for a minimum stay of two nights at [worldhotels.com/world-treats](http://worldhotels.com/world-treats) as well as through all Worldhotels booking channels.



**Leo (23 July - 22 August)***Indulging in pure luxury***Bonnington Jumeirah Lakes Towers, Dubai, United Arab Emirates**

Born under the sign of the lion - the symbol for royalty, power and prestige - Leos are best characterised by their extravagant nature and their love for luxury and glamour. Located gracefully in the midst of the Jumeirah Lakes in splendid New Dubai, the five-star Bonnington Jumeirah Lake Towers is the epitome of luxury. The discerning Leo will fall in love with the hotel's famous infinity pool on the 11th floor, and adore the hotel's own hairdressing salon.

**Virgo (23 August - 23 September)***A dive into literature and art***Hotel Pont Royal, Paris, France**

Virgo is an intellectual who needs mental stimulation - at home and when on holiday. Located in the heart of literary and artistic Paris, Hotel Pont Royal will satisfy this star sign's hungry mind. Situated in a beautiful 1920s building, it is just a short walk from Paris' renowned Musée

d'Orsay and Musée de Louvre, and for worldly pleasures, the Virgo will find its restaurant, L'Atelier de Joël Robuchon, the place-to-be.



**Libra (24 September - 23 October)**

*Variety for connoisseurs*

**Grand Elysee Hamburg, Germany**



As the connoisseur amongst the star signs, Libra seeks out the good things in life. Be it cultural highlights, relaxation, or entertainment - this balanced star sign will find everything to its liking at the Grand Elysee Hamburg.

The hotel houses one of the greatest private collections of figurative art in Germany and offers ultimate relaxation at its wellness centre with spa and 1,000 m2 pool. At night, the vivacious Libra can dance the night away to jazz and swing at the hotel's very own The Bourbon Street Bar.

**Scorpio (24 October - 22 November)**

*Conquering Kuala Lumpur*

**Maya Hotel Kuala Lumpur, Malaysia**

Expanding their horizon by exploring new destinations and cultures is Scorpio's idea of a perfect holiday. The passionate star sign will feel right at home at the Hotel Maya Kuala Lumpur. The Malaysian capital will impress Scorpio with its unique blend of tradition and



modernity, its cultural diversity and the up-and-coming art scene. After a full day of discovery, Scorpio can rally strength at the hotel's Anggun Spa, which offers a holistic spa menu as well as a heated hydrotherapy pool.



## Sagittarius (23 November - 21 December)

### *Exploring Far Eastern delights*

#### **Furama Hotel Dalian, Dalian, China**

Sagittarians are truth-seekers, always on the quest for new experiences to broaden their mind. Furama Hotel Dalian in China is their perfect setting: Here they can experience the city's history, strolling through the alleys of colonial buildings, or by visiting the nearby village of Long Wangtang to admire its magnificent cherry blossoms. What's more, they can embark on a culinary world tour at the hotel's eight restaurants and bars, serving delights from China, Japan, France, Italy and beyond.



## Capricorn (22 December - 20 January)

### *Ultimate relaxation in São Paulo*

#### **Hotel Transamerica Sao Paulo, Brazil**

Ambitious Capricorns are hard workers, who like to reward themselves with the finer things in life. Nestled in the green fringes of São Paulo, Hotel Transamerica is the perfect place to unwind. The nature-loving star sign will enjoy spending some leisure time at the hotel's very own golf course or tennis courts before taking a relaxing dip in its heated outdoor pool. To round off their day, Capricorns will treat themselves to a cocktail at the hotel's popular Piano Bar, offering a magnificent view over the golf course.

