

PA ENTERPRISE

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

August 2015



**10 reasons to take
part in Jeans for
Genes Day**

**Daniel Craig:
The nightmare
employee!**

**Moving house
- the total cost
revealed**

**Cloud Phone Systems -
new buyers guide**

**'Techie' PR
words decoded**

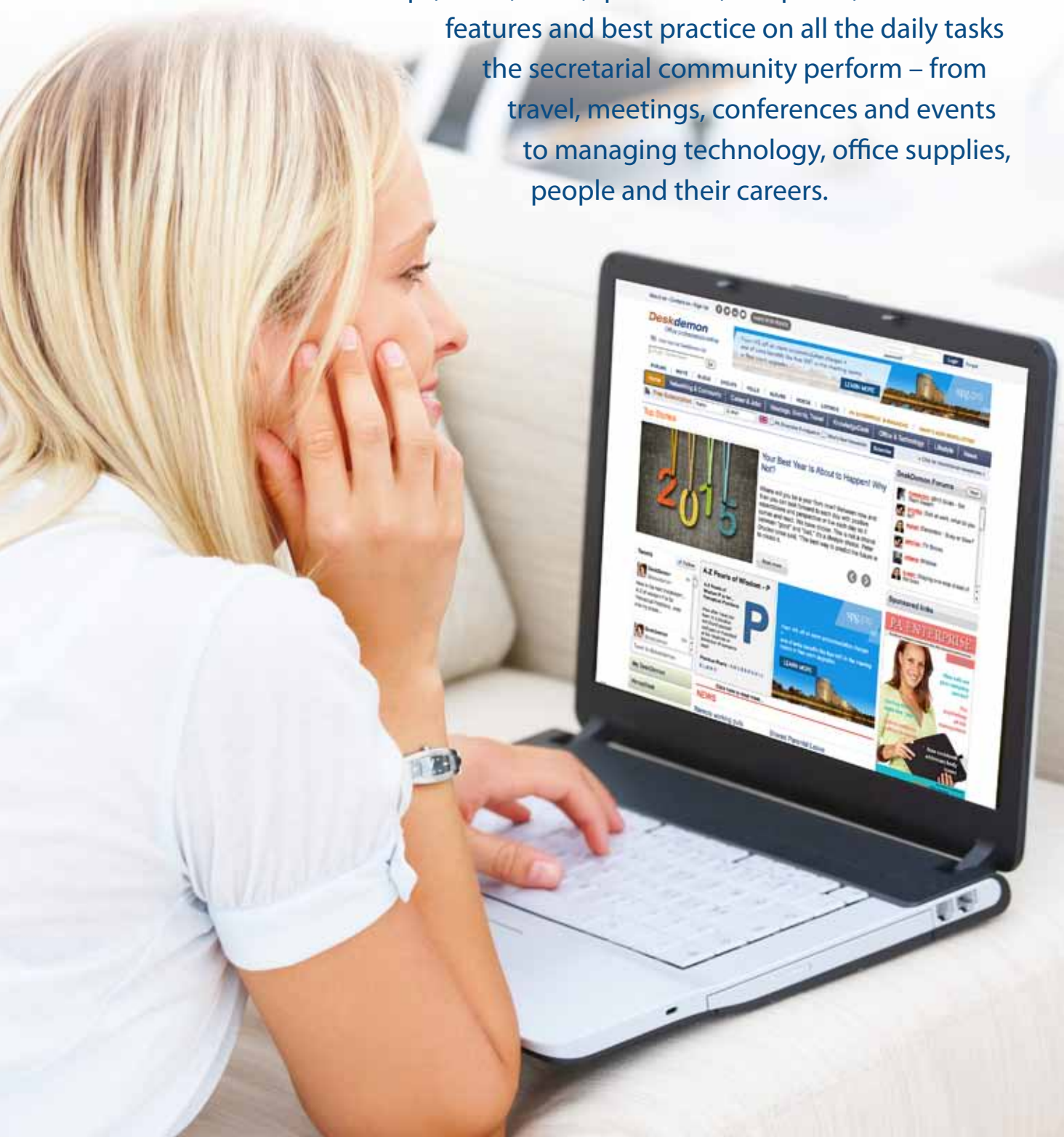
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The World's Largest Website for Executive PAs, Secretaries, Administrators & Office Managers

As an office worker, where do you go for information, advice, tutorials, vital tools, training and relaxation?

DeskDemon is the world's largest resource, information and community site for Administrative Professionals, Executive PAs, secretaries, Administrators and Office Managers. Providing essential information, resources, tips, tricks, tools, quick links, templates, editorial features and best practice on all the daily tasks the secretarial community perform – from travel, meetings, conferences and events to managing technology, office supplies, people and their careers.





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Navmii: Night-time driving made easy

Navmii users can now benefit from safer night-time driving with the new HUD windshield projection



- ▶ **Heads-Up Display (HUD) windshield projection mode for safer night-time driving**
- ▶ **Spoken local street names and enhanced digital speedometers**
- ▶ **Free navigation, free crowd-sourced traffic, free HD maps**

Navmii, the free navigation app, introduces a host of new features with its update available for iOS and Android. Navmii users can now benefit from safer night-time driving with the new HUD windshield projection. Designed to make night driving a comfortable, safe, stress-free experience, the projection capability illuminates Navmii's 'dark hours' screen onto the windshield.

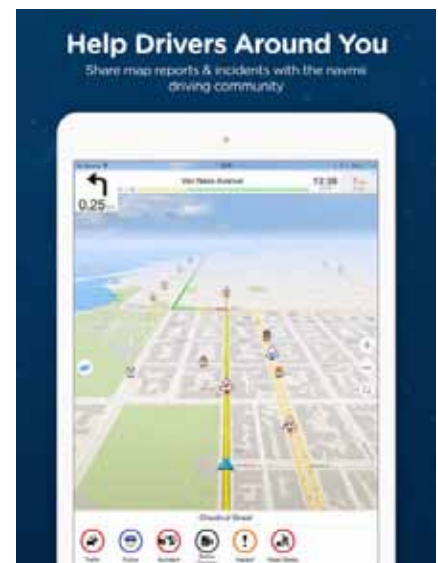
Navmii is a free navigation app for drivers, available for iOS, Android, Blackberry and Windows Phone devices across the globe. Navmii apps are available for more than 90 countries on every continent on earth and it already has more than 24 million users. Navmii uses its own proprietary mapping data combined with the Open Street Map initiative to deliver reliable open sourced navigation to users, who can also contribute information to the Navmii community to help the app improve.

The 3.3 update not only introduces the HUD feature.

Following Navmii user's feedback, spoken local streets names have now been added to the voice navigation ensuring that directions to destinations are as simple and localised as possible.

Other 3.3 design features include:

- ▶ **Safety camera reporting** – users can now edit safety camera locations and report them to the Navmii community
- ▶ **Enhanced digital speedometer design**
- ▶ **Improved address and point of interest search**



Lefties Unite for Left Handers Day 2015

Wearing their slogans with pride is one of many ways that lefties mark the occasion of Left Handers Day each year

Left Handers Day takes place on 13th August 2015 and left-handers can show their solidarity with a new range of T-shirts and accessories that proudly declare their handedness. Specialist retailer **Anything Left-Handed** have launched the new range of online merchandise taken from designs and suggestions by the 100,000+ members of the Left-Handers Club, to unashamedly celebrate the advantage left-handers feel at being part of this elite minority. Slogans such as ***"I'm Left-Handed – What's Your Superpower?"*** and ***"Celebrate the Smudge"*** set lefties apart from the right-handed majority.

Wearing their slogans with pride is one of many ways that lefties mark the occasion of Left Handers Day each year. Many left-handers go to greater lengths, creating Lefty Zones in homes, clubs and workplace, where everyone has to use their left hand for everyday activities. Others provide a Left-Handers Essential Pack for the right-handers in their lives to use on the day – meaning for once it's the right-handers who have to adapt to



household tools that aren't designed for them to use!

Thousands head online to **www.lefthandersday.com** to download free shareable content and take part in quizzes and activities. And of course, most lefties spread the word via social media, with clever artwork, witty slogans, infographics and comments all unanimously proclaiming their pride in being a leftie. Such is the popularity of Left Handers Day that it has been celebrated for over 20 years, and **#lefthandersday** has become a worldwide trending Twitter topic two years running.



Daniel Craig: The nightmare employee

Craig's depiction of James Bond would see him facing £1.5m insurance claims

Forget licence to kill, if James Bond lived by the same HR rules as the rest of us he would barely make it out of the office he'd be so swamped with paperwork, new research has found.

From eye-watering insurance and expenses claims to mountains of health and safety forms, if Bond was a typical employee he'd

spend more time pen-pushing than gun-sliding.

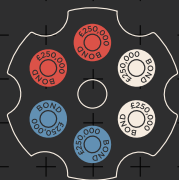
Ahead of the launch of Spectre later this year, office suppliers Viking, has gone back over Daniel Craig's three depictions of Bond. Applying traditional HR rules and regulations to 007 in Casino Royale, Quantum of Solace and Skyfall, Viking found that Bond would

JAMES BOND FROM HR WITH LOVE

AN ANALYSIS OF HOW DANIEL CRAIG'S JAMES BOND WOULD BE VIEWED IN THE REAL WORLD BY MI6'S HR DEPARTMENT. FORGET LICENSE TO KILL IF BOND WAS A REAL LIFE EMPLOYEE HE'D BE SO SWAMPED WITH INSURANCE CLAIMS AND HEALTH AND SAFETY FORMS, THE CHANCES ARE HE'D BARELY MAKE IT OUT OF THE OFFICE.

INSURANCE CLAIMS:

£1,500,000+



CASINO ROYALE SKYFALL
QUANTUM OF SOLACE

HEALTH & SAFETY FORMS:

23 FORMS

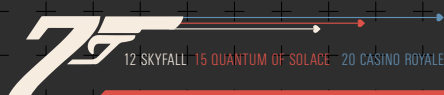


EXPENSES FORMS:

£17,025,387.10



DISCIPLINARIES:



TRAVEL VISAS:



CASINO ROYALE

HEALTH & SAFETY FORMS:



DISCIPLINARIES:



EXPENSES FORMS:



QUANTUM OF SOLACE

INSURANCE CLAIMS:

£500K



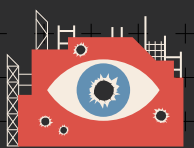
EXPENSES FORMS:

£358K



ADDITIONAL PAPERWORK:

GUNFIRE DAMAGE TO OPERA BUILDING AT LAKE CONSTANCE ON FLOATING STAGE



SKYFALL

BACK TO WORK FORMS:



DISCIPLINARIES:



EXPENSES FORMS:



be looking at insurance claims totalling in excess of £1.5million.

His high-stakes gambling in Casino Royale and the multitude of damage to property he's responsible for in Skyfall would have seen MI6's most infamous agent's expenses claim rocket past the £17m mark.

Filling at least 23 health and safety forms and applying for numerous travel visas would also have kept Bond chained to his desk for hours at a time.

It's not just the mountains of paperwork and eye-watering costs associated with 007 that make him a questionable employee though.

Bond would have been looking down the barrel at no less than 47 disciplinaries thanks to acts such as breaking into M's house in Skyfall, hacking into her files in Casino Royale and numerous occurrences of wilful damage of property.

Viking has created an infographic showing what a real-world James Bond would look like as an employee. See it here.

Gemma Terrar-Fox of Viking Europe, said:

"Bond certainly wouldn't be winning any employee of the month trophies with 47 disciplinaries and he definitely wouldn't be making any friends in the accounts department trying to claim back those expenses.

"If the Bond films followed real life HR protocols – and we're not for a second saying they should! – they would be utterly dull; just Daniel Craig hunched over a desk writing out form after form."

DANIEL CRAIG IS
IAN FLEMING'S
JAMES BOND

007

Viking asked James Bond fans how they thought Craig's version compared to his predecessors as an employee.

Sean Evans of Back to the Movies Blog (bttm.co.uk), said:

"I think Sean Connery in *You Only Live Twice* racked up quite a total and would have surely sent M into therapy.

I would have to say insurance forms [would be the biggest office admin headache for Bond], the amount of explosions, property damage and ruined equipment would rack up a hefty total

to the point where he wouldn't be trusted with bubble wrap let alone a pistol!"

Matt Spaiser, owner of James Bond fan site, thesuitsofjamesbond.com, said:

"I don't think any of the other Bonds would be as terrible as an employee as Daniel Craig's is, but Timothy Dalton would also be a bad employee.

"He disregards M's orders to kill a KGB general because his instincts tell him he shouldn't. He destroys an Aston Martin V8 and does nothing to prevent his fellow agent Saunders from being killed.

"Good employees don't let their co-workers get killed right under their noses. This is all in one film.."

Tom Huffner, owner of James Bond fan site, bondmovies.com, said:

"I would say insurance forms and the claims that might follow each of his missions. No matter the property, gadget, car or gun he is assigned from Q branch, they always seem to get either lost or damaged.

"I'm sure that filling out the claims forms would be an easy task, but working with an adjuster and actually determining a claim's legitimacy would likely push Bond to indulge in a martini or two."

999? 111? 112?

Two-thirds of motorists heading abroad don't know what number to ring for help in an emergency

UK drivers venturing to the continent this summer could find themselves in difficulty after new data shows that most don't know the three-digit phone number to call the emergency services when in the European Union.

Each year Brits take nearly six million trips in their own cars, yet worryingly, nearly two-thirds of motorists surveyed by RAC European Breakdown don't know the correct number to dial for pan-European emergency assistance, with just 38% saying they would call 112.

Ten per cent of respondents thought that they could dial 111 in an emergency while in Europe – this is the NHS non-emergency line in the UK – while 6% said they would call 911, the emergency number for the United States and Canada, to seek help. And 5% said they thought 101 was the number to call, when that is actually the UK non-emergency police line.

RAC European breakdown operations manager David Huggon said: "We all recognise 999 as the main emergency phone number in the UK, but it appears that once we've left the country we leave our knowledge of who to ring in an emergency behind too.

"The 112 number works right across the EU, including the UK. But it doesn't get a lot of promotion – certainly not in Britain, where we have 999 anyway, but not a great deal in continental Europe either, although electronic motorway signage in some countries including France is used to remind drivers. So as well as having a quality European breakdown policy in place, motorists driving abroad would do well to keep a note of this emergency number handy.

"Drivers need not be concerned about language barriers either, as in many cases dialling 112 will put you through to an English-speaking call handler while abroad."



KNOW YOUR NUMBERS

Phone number	What it's for	Where it works
112	Emergency assistance line	All of the European Union
999	Emergency assistance line	United Kingdom
911	Emergency assistance line	All of North America
101	Police non-emergency assistance line	United Kingdom
111	NHS non-emergency assistance line	England and Scotland, and Wales from October 2015

New Buyers Guide to Cloud Phone Systems released

Being armed with the facts and what to look for can help with the selection and decision making

A Buyers Guide for companies considering the switch to a cloud phone system from their existing onsite system is being made available from today by communications systems integrator, Foehn. The new Buyers Guide to Cloud Phone Systems, free and downloadable online, outlines the key considerations for buyers and provides clear advice, guidance and tips for businesses to select an appropriate cloud phone system for their requirements.

Cloud communications, hosted VoIP, hosted PBX, hosted telephony; these are all platforms hosted by a service provider, accessed over the Internet, or by a direct connection to the service provider. They are growing in popularity among small and medium size enterprises (SMEs) as onsite phone systems are comparatively expensive to maintain and are quite restrictive.

The main difference of a cloud phone system compared to traditional telephone system is that instead of paying for upfront hardware and installation, all costs are covered by a low monthly fee and priced on a flexible and scalable per-user basis. Despite these benefits, however, getting the best and most appropriate deal isn't as straightforward as it could and should be. The guide highlights some of the potential pitfalls facing buyers, such as ending up paying for hidden extras or paying more for service features they thought were in the standard cost.





"There isn't as much transparency nor clarity in the telecoms industry as there should be and SMEs considering switching to a cloud phone system can often face a daunting task," says James Passingham, founder and Technical Director of Foehn. "We've compiled the Buyers Guide to Cloud Phone Systems so that companies can look at their own situation and business requirements and then decide for themselves what they want from a provider. Being armed with the facts and what to look for can help with the selection and decision making."

"Unfortunately some telecoms suppliers are not clear up front or bend the truth

about their offerings and it can be easy for a company to fall into the trap of ending up with something they can't easily use or paying extra for features they simply don't need," adds Rafael Cortes, Marketing Manager, Foehn.

The guide contains advice to companies of different sizes, from those with just a few employees up to businesses with more than 100. It includes a table of the type of features cloud telephony they may need, depending on their individual circumstances, growth plans and business operations. There are also ten top tips and considerations.

For further information, visit www.foehn.co.uk



Costa to trial Superday Smoothies

Costa is trialling a new SuperDay Smoothies range across two areas in the UK as the nation's favourite coffee shop looks to build upon its barista crafted cold drinks range from this month.

Costa strive to offer its customers choice, and SuperDay Smoothies has been created to answer a growing trend for UK consumers who search out real and healthy alternatives that help them stay refreshed during Summer.

The new Costa SuperDay Smoothies range is chilled containing real fruit, freshly blended with apple juice and ice which is then handcrafted by Costa's baristas into a Smoothie that contains 2 of the recommended 5 a day. The SuperDay Smoothies are available in:

Grape, Watermelon and Strawberry

Melon, Apple, Kiwi and Pineapple

Melon, Mango and Passion fruit

Carol Welch, Group Brand & Innovation Director at Costa said, "We are excited about the trial which answers a real customer



challenge. Eating a balanced diet is something we all strive to do. Extending the handcrafting skills of our baristas to offer fresh fruit smoothies containing 2 of your 5 a day provides even greater choice for our customers."

Costa's SuperDay Smoothies will be available to customers across 35 stores in South Yorkshire and South East London from now until the end of September priced from £3.50. Costa's full Summer food and iced drink range is available in stores now.

Norwegian boosts its Reward scheme for frequent flyers

Enhanced scheme gives passengers even more chance to earn CashPoints to put towards flights, hotels and car rentals

Norwegian, recently voted 'Europe's best low cost airline' and the 'World's best low cost long-haul airline', has announced that members of its popular 'Norwegian Reward' loyalty programme can now collect CashPoints up to 30 days after departure.

The enhanced scheme will give Reward members even more time to collect CashPoints which can then be used as full or partial payment for any new flights, seat reservations or check-in luggage.

Norwegian offers one of the most generous reward schemes in the skies with passengers able to earn CashPoints on all Norwegian flights plus a wide selection of hotels and car rentals. Passengers can collect CashPoints from their first trip and claim them against any forthcoming long-haul or short-haul flight, even during peak travel periods. Members can also use CashPoints to get attractive rates on hotels and rental cars from



a wide range of suppliers.

Norwegian Reward members who fly 12 round trips between 1 July and 31 December 2015 can now receive one long-haul flight entirely for free.

Customers can store CashPoints for up to three years and can keep track of their value online at www.norwegianreward.com by accessing their profile. The value of CashPoints is also displayed in the passenger's relevant currency for simplicity to redeem against travel. **www.norwegian.com**

The 'Techie' Words Of PR: Decoded

In the world of PR technology and brand newsrooms, there are a lot of 'techie' words getting thrown around. But what the heck do they actually mean?!



So that you're not left wondering what on earth your colleagues and clients are talking about with "API's", "tags" and whatnots, here is a quick list for you to refer to in your next techie conversation about brand newsrooms...

Brand newsroom:

This is the hub where your brand's story sits. It is the place where anyone can access your news, press releases, images, videos, events, key contact information and social feeds (everything you can imagine!) - all in one place.

API Key:

Otherwise known as the "application programming interface", the API Key enables you to take specific bits of content and put them elsewhere on the site, thus allowing you to customise the preset parts of a website. Smart, huh?

Tags:

These little things are a great way of telling Google and the SEO gods/goddesses that these are the topics/words that are most relevant to the piece of content. It is like saying "Yo, Google, I want to you to know I am talking about 1,2,3,a,b,c..." You get the idea!

Related material:

You want people to stay in the newsroom, right? You want to boost SEO, yes? You want people to spend longer time on a page, correct? So how can you make this happen? Relate old material from your newsroom to a release, downloadable photos and more! That's how.

Canonical URL:

If you have your news on a third party site, as well as your existing site, then the canonical URL is crucial. It's the little thing that makes sure you don't get penalised for duplicate content and therefore receive all the credit and SEO juiciness you deserve!

Social sharing:

#Like #Comment #Share #RT #Favourite - we all want a bit of social media loving sometimes, and the newsroom can help you get those little clicks of affection! Being able to socially share your content is helpful to get coverage. Furthermore, it's great to socially share links back to your newsroom (and get that SEO juice pumping).

Embed codes:

Bring your content to life with images and videos. Most social platforms (including YouTube, Storify, SlideShare, etc) provide a code (an "embed code") which will allow you to embed these visuals and interactive features. Smart.

Followers:

The ultimate newsroom groupies. Encourage consumers, companies and influencers to "follow" your newsroom and get your content and breaking news out to more inboxes.

Downloadable image:

Downloadable images make journalists' lives easier. And when a journalist is happy, we're all happy! A simple yet effective newsroom asset, downloadable images mean that journos can instantly get their hands on a suitable image to accompany their story.

Web Image: Unlike a downloadable asset, a web image just sits at the top of your story, and injects a little more beauty into it. Make sure you use a relevant and attention-grabbing one.

Hopefully now you'll be armed with enough PR and newsroom buzzwords to wow your colleagues and clients. But fear not, there's plenty more where those came from!

Sitting is the silent assassin of the modern world

The London Wellness Centre, which currently has clinics in both London Bridge and Canary Wharf spent the month of July running a 'Fitness Facade' campaign which is designed to bring the risks even the fittest individuals in the UK face to all of our attention.



Unlike many other health experts, Joanna Lowry-Corry, Doctor of Chiropractic, doesn't think health is synonymous with a small dress size or bulging muscles nor does she think that a calorie controlled diet is always the best one. Instead, as Clinical Director at The London Wellness Centre, she promotes

a simple philosophy of Move Well, Eat Well, Think Well and is committed to helping us understand why doing so is so important.

Alarmingly, the amount we are sitting each day is increasingly and sadly, no amount of exercise or calorie controlling will undo or rectify the damage sitting at work, sitting in

the car, sitting on the sofa, and sitting in bed will do to us.

Lowry-Corry, who is responsible for the engaging Fitness Facade campaign says, 'people that sit at their desks all week and then go for a run at the weekends do not escape the damage sitting for such long periods is doing to our bodies'. She goes on to explain, 'our spine is a highway for our nervous system and in more and more people, those nerves, which control everything from our hormones to our headaches, are finding it increasingly difficult to work. We must move regularly in order to live well and I suspect there are far too many of us living in a fitness facade'.

According to well recognised research, sitting for more than six hours a day will lead to:

- ▶ **Sore Shoulders and upper back**
- ▶ **Strained Neck – strain of the cervical vertebrae can lead to permanent imbalances**
- ▶ **Inflexible spine – susceptible to damage in mundane activities, increased risk of disk damage**
- ▶ **Foggy Brain – everything slows including brain function**
- ▶ **Increased chronic disease - high blood pressure, heart disease, diabetes, cancer, elevated cholesterol (regardless of BMI or how much you exercise)**
- ▶ **Increased kidney disease**
- ▶ **Increased Obesity and Metabolic Syndrome leading to higher risk for serious medical issues (stroke, diabetes, heart disease);**

▶ **Increased muscle degeneration, poor circulation, soft bones**

▶ **Increased risk for cancer – colon, breast, endometrial**

▶ **Increased risk of death from all causes – sitting for more than 11 hrs per day you have a 40% higher risk of dying within three years**

Moving more throughout the day would help improve and reduce many of the reasons we are absent from work, many of the illness that are putting a strain on our health system and ultimately, many causes of death.

As if this isn't enough, those of us who sit for prolonged periods of time and experience stress will prolong the increase of cortisol and all the nasty impacts that has on our body which include a increase in obesity, heart rate and blood pressure and a decrease in fertility, bone density, digestion and our ability to heal from injury or illness.

The act of moving will help decrease stress levels but we should also remember to exhale properly, be mindful and consider massage therapy and therapies like CBT (Cognitive Behavioural Therapy) to help create long term coping strategies that will reduce your stress and improve your bodies ability to deal with it.

The London Wellness Centre is calling upon people in the UK to Move well, to Eat well and to Think well to ensure they are healthy as well as fit. Their campaign, which is designed to raise awareness of the impact sitting and the need to move more regularly, can be found online and by searching #fitnessfacade on facebook and twitter.

The Total Cost of Moving Home

You've spent too long yearning for a bigger kitchen, better garden, more practical storage; you've decided you want to move house, but how much does a house move really cost in today's market?

From solicitors, surveyors and stamp duty legal fees, to the cost of preparing your house to sell, storing items and removal vans, not to mention the mortgage itself and various insurances, there are a lot of hidden costs to account for.

Safestore.co.uk provides an essential guide to knowing what you need to do and how much you need to save to prepare for your next house move.

Deposit

This is the amount of money you'll need to put towards the total cost of the property.

Typically a deposit will form between 5% and 20% of the total value of the property (e.g. £20,000 deposit = 10% of a £200,000 property). The rest of the money will be covered by the mortgage, typically provided by a bank or high street lender.

The larger the deposit you can provide, the more options you have when it comes to getting a mortgage. A larger deposit also means lower interest rates, and a greater choice of lenders. Although nationwide

schemes such as Help to Buy offer homebuyers 95% mortgages, meaning that you only need to provide a 5% deposit.

Estate Agents

If you're selling a property, it pays to go with an estate agent as they provide a suggested selling price, photographs of the property, listing the property in branch and online (including portals such as Rightmove and Zoopla) and a For Sale board. On average, this works out at around 1.8% of the final sale price – on a £300,000 property, that's £5,400 – simply to get your property out there for others to see.

Solicitors

So you've found your dream home, but this is when you need the professionals involved. It's time to get a solicitor. A solicitor or licensed conveyancer is required to carry out all the legal work when buying and selling your home. They act as the middleman between you and the vendor of the property you're buying, or, if you're selling, the middleman between you and the person buying your



property. Other items are also covered within their fees, which typically total around £500 and £1,500 including VAT at 20%.

Mortgage Fees

There are many charges related to the management and set-up of your mortgage. These include a booking fee between £99 and £250, and the arrangement fee, costing around £2,000. You have the option of paying these up front or adding them to your mortgage, allowing you to pay them over the full term of your mortgage period. It's often best to pay these upfront rather than adding them to your mortgage, otherwise you'll be paying interest on them for the life of the mortgage.

Stamp Duty

Although moving costs are steadily rising, Stamp Duty is one area that's fallen in cost for a number of homebuyers. Thanks to a sweeping reform to Stamp Duty Land Tax (SDLT) in the 2014 budget laid out by Chancellor George Osborne, around 98% of homebuyers will now pay less tax when buying a property. In fact, any property worth less than £93,500 will now pay less tax compared to 2014.

Valuation Fee

This is a valuation of the property you are intending to purchase, carried out by your mortgage lender. This is to satisfy the lender that the money they are prepared to lend you aligns with the value of the property. This can vary depending on the type of mortgage you have, with anything from between £150 to £1,500.

Searches

Solicitors also carry out local searches – costing you between £250 and £300. These local searches check the local area for any defects, local area planning or environmental issues that may affect the property you are planning to buy.

Surveys

A survey is carried out to check for structural defects on the property. There are three types of survey that homeowners can purchase, ranging from around £250 to £600+.

Home Condition survey (cost: around £250)

This is the cheapest survey, and covers basic structural checks. This type of survey is often chosen by people purchasing new build properties which are still covered by their 10 year NHBC Buildmark warranty.

Homebuyers report (cost: around £400+)

This is a more detailed survey which also includes a valuation with the survey. This survey looks inside and outside the property for any defects.

Building survey/structural survey (cost: £600+). This is the most comprehensive survey you can get. Recommended for older or non-conventional properties, the Building Survey will find any issues with the property, both inside and outside and provide possible solutions to any issues it finds. This survey also comes with its own valuation.

Storage

With increased demand for properties, particularly for those in a chain, homeowners might find themselves having to move into rented accommodation temporarily before



they can move into their new home. This is becoming increasingly common, and it's where storage companies like Safestore come to the rescue.

Whether you need storage for storing your household items to de-clutter your home when trying to sell, or if you need somewhere to securely store your furniture while renting before you can move into your new home, Safestore can provide safe and secure storage for any term.

Removal Costs

If you can move into your new home straight away, you'll need a removal company to help you on the big day. To cover a company coming in, taking away furniture and boxes of your items, driving to your new house and unloading the lorry, a standard 3 bedroom semi-detached family house can cost around

£370 incl VAT. If you need your large pieces of furniture dismantled and packed before moving, that will cost around £270. Boxes can cost around £1 a box, many of which can be refunded back to the removal company once you've used them for 25p a box.

Telegraphic transfer fee (cost between £40-£50). This is paid by the lender to transfer the mortgage money to the seller's solicitor.

As this list demonstrates, there are a lot of costs involved in moving house in today's market. But once you've got the costs covered, the next important thing is starting a new life in your brand new home.

For more handy information on moving house with top packing tips, to do lists, first night essentials, and downloadable labels visit <http://www.safestore.co.uk>



WEAR JEANS CHANGE LIVES



10 reasons to take part in Jeans for Genes Day

1. It's fun and simple to organise. All you have to do is ask people to come to work in their jeans and make a donation of £2
2. It's a great way to bring a team, a floor or the whole company together
3. It can help to raise the profile of your organisation – highlight your fundraising in your annual report, on your website and in your local paper or trade magazine
4. Staff will think it's great – the boss will look good for letting you all wear your jeans
5. Although, individually, genetic disorders are rare, together they are the biggest killer of children 14 and under
6. Create a bit of role reversal and give the boss a 'day off' – sponsor him or her to make the tea or do the photocopying
7. £350 will pay for a child with a genetic disorder to spend a weekend away with other children like them, supported by trained medical staff
8. Wearing jeans and having some fun in the office starts the weekend that bit earlier
9. Raising money on Jeans for Genes Day helps your company to meet its corporate social responsibility targets
10. The fun and fundraising don't have to stop at 5.30pm. Make a night of it, serve a 'gene and tonic' drinks trolley and hold a pub quiz or karaoke night at the local pub!