

PA ENTERPRISE

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

March 2015

**Work could
be bad for
your health**

**PAs benefitting
from Virtual Work**

**Are you
addicted to your
Smartphone?**

**What your choice of
drink says about you!**

PA Enterprise is published by

Deskdemon.com

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.





4

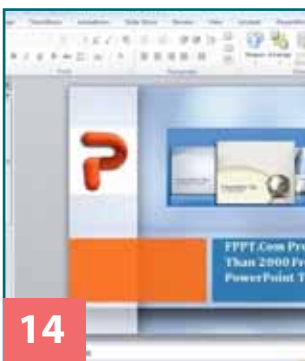


6



10

- 4 Easier to use train information from London Midland
The One Carry-On Bag For Every Airline,
- 5 Virgin Trains named Best Rail Operator at the 2015
Business Travel Award
Liftshare: Britain's largest car share network hits App Store
- 6 Are you addicted to your Smartphone?
- 7 Women expect to retire on £4,800 a year less than men
- 8 Personal Assistants benefitting from Virtual Work
- 9 Half of smokers are distracted behind the wheel
- 10 Work could be bad for your health
- 13 How will technology affect employment?
- 14 The Benefits of PowerPoint Compression
- 16 Spoons or Lovers' Knot?
- 19 What your drink says about you!



14



16



19



PA ENTERPRISE MAGAZINE

www.deskdemon.com

Terminal House, Station
Approach, Shepperton,
Middlesex TW17 8AS

Editorial

PR contact: Paul Ormond
Tel: 0870 410 4030
editoruk@deskdemon.com

Features Editor

Alison Pedrick

Advertising

Paul Ormond
Tel: 0870 410 4038
paul@deskdemon.com

Design & Production

Jane Bigos
Graphic Design
janebigos@deskdemon.com

Kulasekaram Vimalarasa (Raj)
Web Developer
raj@deskdemon.com

Publisher

Paul Ormond
Tel: 08704104038
paul@deskdemon.com

Managing Director

Mek Rahmani
Founder, CEO
mek@deskdemon.com



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.

All rights reserved. No part of this Publication (whether in hardcopy or electronic form) may be copied, transmitted, or reproduced in any form or by any means, electronic, mechanical, recording, photocopying, or otherwise, without the prior written consent of DeskDemon.com. Whilst every care is taken in the compilation and publication of this publication, DeskDemon.com can not be held responsible for any consequences, mistakes or omissions. DeskDemon.com can not accept any responsibility for any inaccuracies or changes, or for consequential loss arising from such changes or inaccuracies, or for any other loss. Inclusion of any advertisements does not imply recommendations or endorsement by DeskDemon.com. Copyright 2010 DeskDemon.com



Easier to use train information from London Midland

London Midland has made it even easier to get train information. The train company has upgraded its award-winning app to help rail users on the go.

The London Midland app allows you to check train times, buy tickets and save your most used journeys. It even lets you claim compensation if you are delayed just by tapping the screen. The app is available for both Apple and android phones.

Improvements released this week (26 February 2015) include better information during times of disruption and 'filters' to departure/arrival boards so you can just look at trains on your route. So no more scrolling through to find your journey home. Improvements have also been made to the delay repay feature on android phones.

The London Midland app is winner of the BIMAS "best user experience award 2014". Currently 75,000 people use the app.

The One Carry-On Bag For Every Airline,

The Cabin 1 bag is both stylish and functional. It is available in blue, black or red colours, and in aerolite, trolley bag and travel backpack versions, so whatever your preference you will look smart and stylish.

The bag has expanding pockets which expands four ways to create five different limit measurements. This means that you can change the size of the bag according to the airline with which you are travelling, meaning that you will always be able to take the maximum amount of clothes with you.

By taking the maximum luggage possible as cabin luggage, you can cut out the need to check in luggage, reducing the stress and time delay of waiting for checked in luggage, and of course eliminating the possibility of losing your best outfit in lost luggage.

The Cabin 1 bag, whichever style or colour is chosen, will ensure that you arrive at your destination still looking your best and continuing to look your best throughout your whole trip.

No matter who you fly with or what changes airlines decide to make in the future, you'll have the bag for the occasion!



Virgin Trains named Best Rail Operator at the 2015 Business Travel Award

Virgin Trains was voted 'Best Train Operator' at the 2015 Business Travel Awards for the second time.

The company faced fierce competition from other shortlisted train operators including Eurostar, First Great Western and Heathrow Express, but the judges were unanimously impressed by what the long-distance operator has to offer to its corporate and business customers.

The judging panel, made up of travel buyers, praised Virgin Trains for their "good track record with travel management companies, first class loyalty scheme and excellent corporate social responsibility credentials."



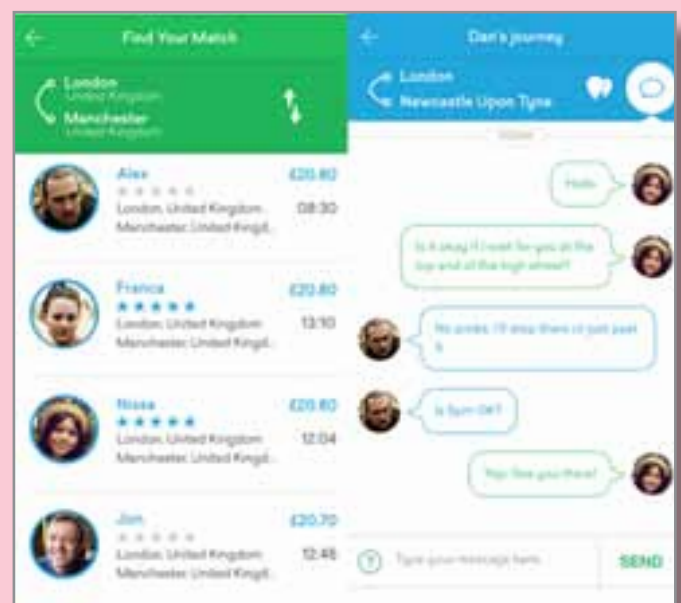
Liftshare: Britain's largest car share network hits App Store

Liftshare.com has launched its official mobile app on Apple devices. It offers UK drivers and those without access to a car more money-saving freedom than ever before.

The new iOS app allows Liftshare's 420,000-plus members to quickly post details of their car journeys within a few taps, while those who need a lift can get to destinations with ease.

Liftshare is a green, sustainable travel choice that is more affordable than app-based taxi alternatives, because it remains true to the sharing economy ethos and makes car sharing available to everyone.

The new app enables travellers to simply enter a destination – be it a place of work, a trip to visit family or friends, a festival or sports event, and then see which drivers are going their way.



Are you addicted to your Smartphone?

- A study by University of Derby says 13 per cent of us are addicted
- The average user spends 3.6 hours a day on their smartphone
- Moodiness, loneliness and jealousy are all key indicators of addiction
- An obsession with physical appearance is also a telling sign
- Study says phones should come with warnings that say they are addictive



Smartphones should come with health warnings, according to a study from the University of Derby, which examined the relationships consumers form with their pocket computers.

The study was informed by 256 self-selected smartphone users who responded to an online survey. That is an admittedly small sample from which conclusions can be drawn. But it seems to do little besides confirm what some have already suspected: people can be addicted to their smartphones, and the devices can encourage narcissistic behaviors.

According to the study, 13 percent of respondents were addicted to their smartphones, which was linked to higher narcissism scores and neuroticism levels. It later adds:

“Three themes of social relations, smartphone dependence and self-serving personalities emerged from the qualitative data. Interpretation of qualitative data supports addiction specificity of the smartphone. It is suggested smartphones encourage narcissism, even in non-narcissistic users.”

So what does this mean for consumers? According to Dr. Zaheer Hussain, adding warning labels to smartphones and the apps that run on them might help. As he told the Guardian:

“People need to know the potential addictive properties of new technologies,’ he said. ‘It [the warning] could be before they purchase them or before they download an app. If you’re downloading a game such as Candy Crush or Flappy Bird there could be a warning saying that you could end up playing this for hours and you have other responsibilities [that could be neglected].”

Women expect to retire on £4,800 a year less than men

- **Women retiring in 2015 expect a retirement income 25 per cent lower than men**
- **Retirement income gender gap is at its lowest since 2009**
- **Women increasingly optimistic about their finances in retirement**

Women planning to retire in 2015 are preparing themselves to live on an income 25% lower than their male counterparts, according to new research from Prudential1.

The insurer’s annual ‘Class of’ research, which tracks the future financial plans and aspirations of people planning to retire in the year ahead, is now into its eighth year and has highlighted a retirement income gender gap of £4,800 for the ‘Class of 2015’. Women planning to retire this year have, on average, an expected retirement income of £14,300 compared with £19,100 for men.

However, the good news is that the gender gap is shrinking and is now at its narrowest since 2009 when Prudential first started tracking the difference between male and female retirement income.

This year’s female retirees have the highest average expected annual retirement income ever recorded by Prudential’s research, and expect to be nearly 17% better off than those who planned to retire last year. In contrast men’s expected retirement income expectations have increased by just one per cent since last year.

Personal Assistants benefitting from Virtual Work

Working from home is an attractive option for mothers and is cost-effective for businesses according recent government figures



Mothers are more likely to be employed than women without young families, the Office for National Statistics have revealed. Those who raise children have an employment rate of 69.6%, whereas women without childcare responsibilities are 2.1% behind – the first occasion this has been the case in Britain.

Virtual assistants are likely to have boosted this figure as modern workplaces are finding this is an accomplished way of reducing running costs. The internet, email and Skype can all be used at the comfort of your own

home - an advantage seized upon by some former personal assistants who now work virtually.

Fátima Malagueira is currently a VA and is happy with the way this employment fits in with her family life. She said: "It was the flexibility that attracted me. I used to work 14 or 15-hour days and that's not sustainable with a family. But my work as a virtual assistant can be fitted around my daughter and my commitment to her."

A spokesperson for W1 Office, providers of virtual office solutions across London, said: "With technological advances happening at a fast pace businesses may need to change the way they work and working from home can suit employees and their employer.

"In the instance of virtual assistants they can work from the opposite ends of Britain and still be able to perform their job competently despite not being face-to-face with their boss or colleagues. At W1 Office we help our clients establish an effective business presence in the English capital cheaply, but with lucrative effects."

W1 Office endeavours to provide affordable virtual office solutions to businesses, start-ups and homeworkers across the globe. Their virtual office services allow individuals and companies to use business credentials in London, enabling their organisations to grow.

Half of smokers are distracted behind the wheel

With the new smoking ban for motorists set to come into effect from October, Allianz Insurance has found that almost half of drivers who smoke admit that they have been distracted by smoking behind the wheel.

The majority of drivers who smoke (67%) acknowledge that it does affect attention levels and, as a result, half of those polled (52%) support a complete ban to stop drivers and passengers smoking – this legislation is an important step on a journey to safer roads.

Allianz Insurance found that Brits rated smoking behind the wheel just as distracting as eating (34% / 33%) and twice as distracting as using a sat nav (17%). According to the research, the top five driving distractions are:

- 1. Speaking on a mobile phone (82%)**
- 2. Messing around with the radio / music system (52%)**
- 3. Smoking (34%)**
- 4. Eating (33%)**
- 5. Loud Passengers (19%)**

Tim Pitts, Allianz's road safety expert, said: "The new law prompted us to look at whether drivers felt that smoking when they were driving was a distraction and the research results suggest a large number of them do.

"Distracted driving has been front of mind for us for many years and we know that eating, drinking or smoking behind the wheel increases the risk of an accident by 150%.



Today's research shows that mobile phones are the biggest in-car distraction, but we know from previous tests we've undertaken that holding a cigarette is as distracting as holding a mobile when driving."

The new legislation will affect drivers and passengers who smoke with under-18s in the car, but a third of UK motorists (34%) have not heard of the ban or what it involves. On average, drivers smoke three cigarettes a week with minors in the car, adding up to 156 cigarettes each year. A third of drivers (34%) are also not aware that they could face fines of up £800 for breaking the ban, and a fine of £10,000 should their passenger smoke.

Work could be bad for your health



Office work could actually be bad for our health, as a national charity estimates nearly six million people may be allergic to their office. From nasal problems, eye conditions, dry throats, breathing difficulties, lethargy, and headaches to skin irritations, 95 per cent of people quizzed in a poll for Allergy UK have experienced one or more symptoms in the workplace.

But over a quarter say their symptoms worsened in their office environment, 62 per cent have experienced itchy or watery eyes and 27 per cent suffered breathing difficulties over the last year. Maureen Jenkins, of Allergy UK, says: "The results are of concern for Allergy UK because it is difficult for individuals to exercise the same control over their workplace as they would do at home. Management of allergies becomes increasingly difficult when in communal spaces so it's not surprising that a great deal of allergy sufferers have experienced a reaction at work."

The survey also reveals that office cleaning is infrequent at best and doesn't appear sufficient to prevent the build up of house dust mites and allergens. Nearly 40 per cent of those polled say their office is cleaned once a week or less, while nearly one in five have to survive with less.

When you combine dusty, cluttered desks, soft furnishings, poorly vacuumed carpets and lack of ventilation with the fact that 20 per cent of us spend eight hours or more at work it's hardly surprising that it doesn't add up to a healthy working environment.

But, the charity points out, allergies don't just impact on workers as, according to the research, they are also having a significant effect on productivity.

While nearly three quarters of those questioned took time off sick in the last year, the real area of concern is that 42 per cent of allergy sufferers took time off work because of the impact on their condition. Nearly 15 per cent of sufferers were off work for between four and 10 days off due to their allergy, figures that could be addressed by actively minimising allergens in the workplace.

In a bid to address the problem, the national charity has highlighted a number of office hotspots that can have huge implications for allergy sufferers:

- **Lack of ventilation** - most sufferers don't consider their office to be well ventilated with only 15 per cent of people polled saying their office is well ventilated
- **Carpets** - 90 per cent of workers say their workplace has carpeted floors which can harbour house dust mite allergen

**Salmon**
INFUSIONS

Good Fats, Low
Calories, High Taste...
www.harboursalmon.com



Workplace

- **Bookcases** - 54 per cent have open bookshelves which can release allergen into the atmosphere
- **Plants** - 38 per cent have plants which can harbour moulds which release spores which can cause allergic reactions Allergy UK believes there are steps that both employees and employers can take to reduce the likelihood of an allergic reaction at work -
- Ensure you have **clean air** in and around you
- If you have a heating, ventilation and air conditioning unit installed, make sure it is serviced regularly
- If ventilation is limited, use an effective air purifier to help remove and reduce allergens such as pollen, house dust mite debris and mould spores
- Review flooring and furnishings. Carpets on concrete floors can trap moisture allowing dust mites and mould spores to thrive
- Ensure cleaners have effective methods and equipment to get rid of pollens and allergens
- Keep your desk clear, uncluttered and damp dust twice a week
- Hang coats away from desks and traffic areas to prevent dust and allergens being disturbed and released into the air.



This article was downloaded from www.freefeatures.com.

How will technology affect employment?

Will new technology create more jobs than it destroys, or will it lead to unprecedented job losses creating mass unemployment?



“Technology can be a force for creating more wealth for all,” say the authors of the new book *iDisrupted*, “but there is a danger that instead it will permanently devastate the jobs market. The final result will partially depend on the decisions made by policy makers over the next few years.”

As a general rule of thumb, computers find it relatively easy to do the things we find hard, but struggle to do the things we find easy. Technology may replace many white-collar jobs – including accountancy, legal and actuarial work and maybe even general practice in medicine – within the next 10 to 15 years.

However, occupations that require creative, social skills and empathy are not likely to be replaced for the foreseeable future. The question is whether there will be enough jobs that require these skills to make up for those that are lost.

At the peak of its success, Kodak employed 145,000 people, but today Apple only employs 47,000 and Facebook 7,000. You only

need to compare the contribution of global GDP from the big tech companies with their contribution to global employment to see that, on balance, disruptive technology is currently having a negative effect on the jobs market.

iDisrupted’s co-author John Straw said: “Advances in AI, and in particular in pattern recognition, mean that computers will increasingly take over the roles that have traditionally been the preserve of the middle class. This may have devastating effect on the social economic map.”

Michael Baxter, *iDisrupted*’s other main co-author said: “There are jobs that neither computers nor robots are likely to perform for a very long time, such as in care, counselling or nursing. But these roles are not typically well paid, and unless the fruits of technology benefit the wider population, it is hard to see where the demand will come from to fund these types of occupations.”

***iDisrupted* is available in all good book shops and online, priced at £9.99.**

The Benefits of PowerPoint Compression



It is estimated that over 30-million PowerPoint presentations are created each day. And PowerPoint presentations can be large files. This can be a headache for any company. And it can cause problems when sending presentations over email. But there are viable solutions. PowerPoint compression tools save effort, money and time by compressing presentations to a fraction of their actual size.

By Scott Heath

Your boss is 3,000 miles away at a conference with the company's bigwigs, and has asked you to create a PowerPoint presentation for the occasion. You create a 15-slide masterpiece, complete with stunning digital images, flashy animations and the perfect background music. Your presentation looks so professional that your boss is going to wonder why she didn't promote you sooner.

But here's the problem: your boss can only access email through dial-up, and she needs your presentation yesterday. How are you going to bypass your email server's sending limit and get your boss the presentation without crashing her email program at the other end?

Using Compression

It's estimated that 30-million PowerPoint presentations are created daily. Unfortunately, most professional-quality presentations also come with a large file size, making it a struggle for even the biggest corporations to back up, store and transfer these presentations efficiently. PowerPoint compression tools allow companies and individuals to save effort, money and time by compressing presentations to a fraction of their actual size.

Most PowerPoint compression tools are installed directly into PowerPoint's program folder. Upon installation, the tools will usually appear as new additions to PowerPoint's regular menu. The user opens a presentation

in PowerPoint, and then accesses the compression tool, which may or may not have several options to choose from with regard to intensity and type of compression. Once the user's settings have been applied, compression can begin with the click of a button.

Most PowerPoint compression tools will rely on one or both of the most common methods of image compression: DCT (Discrete Cosine Transform) and wavelet. DCT works by taking a group of pixels that are similarly coloured and transforming them into a group of pixels with the exact same colour. For example, a group of 1,000 pixels in various shades of brown will be made the same shade of brown via DCT compression. Wavelet compression involves compressing an image according to its mathematical "regions". Wavelets themselves are actually mathematical functions. Once image regions are defined by the wavelet, they can be coalesced into a single description without significantly destroying the overall image. Wavelet compression employs the use of elaborate and complicated mathematical formulas to calculate the averages and differences of many different image styles and types (for example, fractal or smooth).

The Advantages

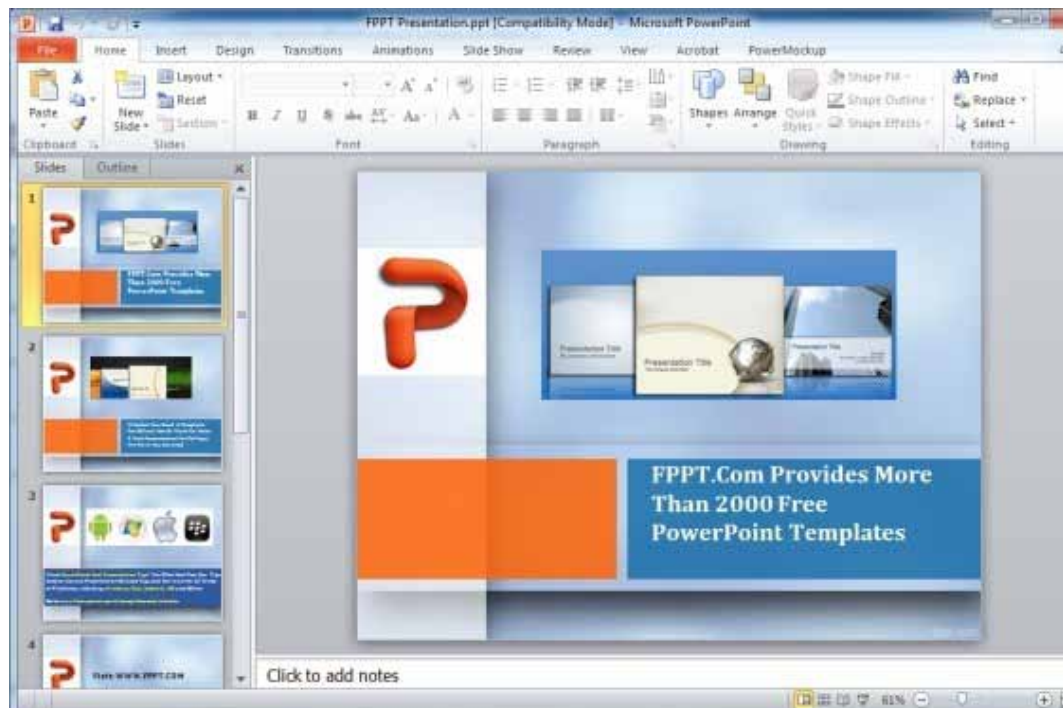
For the PowerPoint user, compression eliminates the need to rework and resize images while presentations are being created.

This is because a good

compression tool will be able to reduce image sizes in a presentation without sacrificing their original size or quality. And, of course, a smaller PowerPoint file means easier saving, sending and receiving of presentations. When the focus is off space saving issues, more creative room is available and better presentations can be the result.

For a company's IT managers, the use of PowerPoint compression tools can greatly improve network efficiency and performance. Compressed files also allow managers to reclaim more server storage space, which lightens the network's overall load. Routine backups are shortened as well, due to the quicker processing of small files.

Many compression tools carry the claim that their software can reduce the size of PowerPoint files by up to 98 percent. But approach with caution: it's often best to download a trial version of the software to see what it can do before you purchase.



Spoons or Lovers' Knot?

The way couples sleep may determine the strength of their relationship

How couples sleep can speak volumes about the state of their relationship, according to experts – and partners may even be better off sleeping in separate beds altogether.

According to a study by relationship psychologist Corinne Sweet, the most common sleep positions for couples are:

- **Liberty - back-to-back without touching (28%)**

Connected and secure in themselves, this position shows both closeness and independence in the relationship.

- **Cherish – back-to-back touching (18%)**

Both partners are relaxed and comfortable with one another – this is often common in new relationships.

- **Spooning – front-to-back touching (18%)**

A traditional position, where one partner takes a protective stance over the other.

- **Lovers' Knot – face-to-face, legs intertwined for ten minutes, then separate (8%)**

A compromise between intimacy and independence, allowing for the best of both worlds.

- **Pillow Talk – face-to-face without touching (7%)**

This position shows a need for intimacy and close communication.

- **The Lovers – face-to-face with legs intertwined all night (4%)**

Romantic and very intimate, this position also shows a lack of independence from each other.

- **Superhero – lying in a starfish position with partner hanging off the bed (2%)**

One partner dominates the space, while the other takes a secondary role.

- **The Romantic – one partner with head on the other's chest (1%)**

Often seen in early relationships, this position represents vibrant, passionate or rekindled love.

Sleep studies have shown that:

- 94% of couples who spend the night in contact with each other are happy with their relationship



- **25% of couples argue in bed because they are kept awake by their partners**
- **Up to one in five British couples choose to sleep in separate beds**

However, whichever way a couple shares the bed, getting good quality sleep is what matters most for the health and wellbeing

of both partners – as well as the health of the relationship. The advice below can help partners ensure a better night's sleep:

Couples should never go to sleep stressed – as far as possible, they should avoid difficult conversations before bedtime and try relaxing with a warm bath, quiet music or even light yoga.

If one partner is a night owl and one is an early bird, they should try to stick to the same schedule and find the middle ground, so one does not disturb the other.

Those who keep their partner awake with noisy snoring should avoid sleeping on their back, and should even visit a doctor if the issue becomes serious as it can be a sign of health issues.

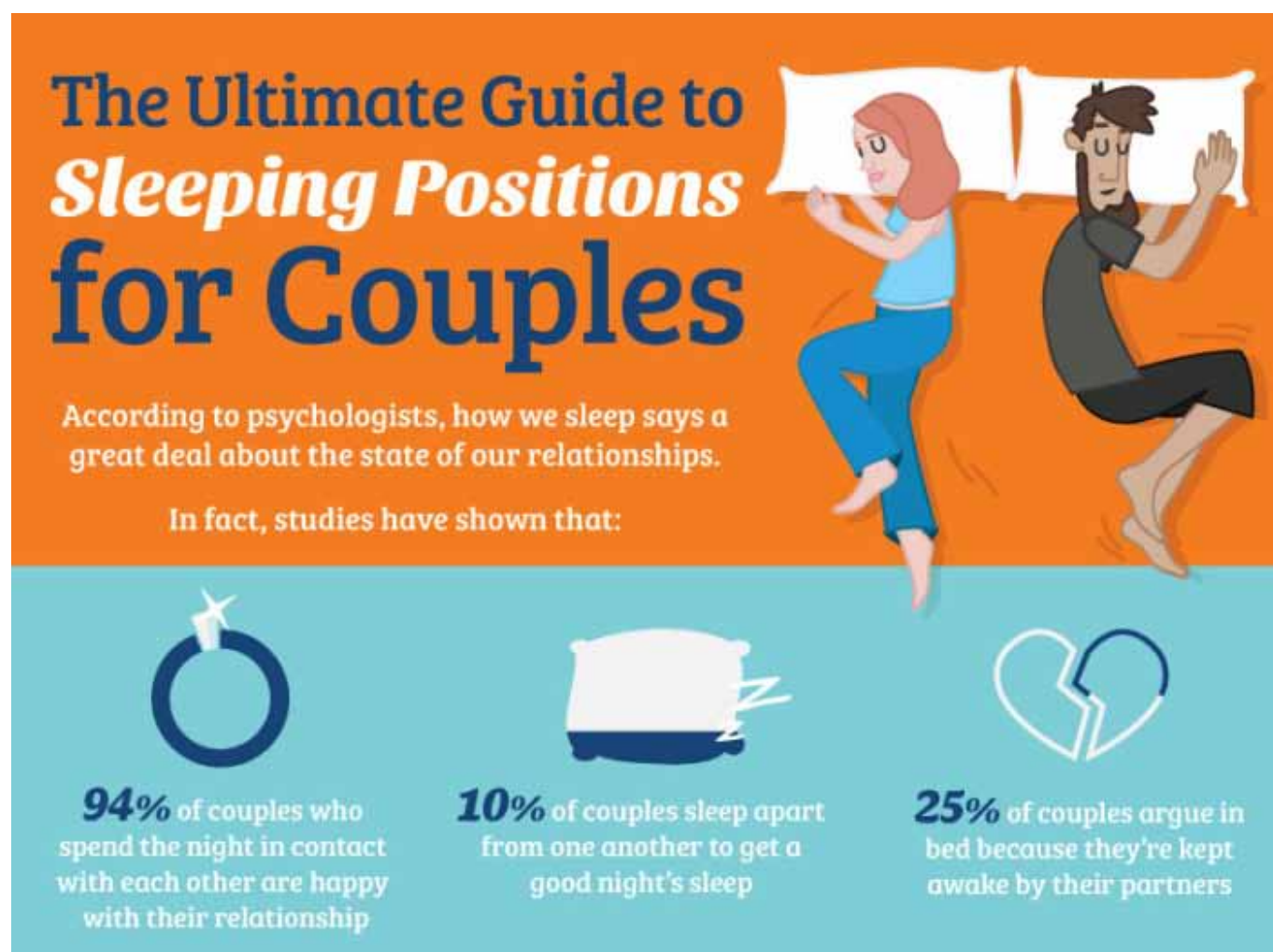
Both partners should steer clear of stimulants, such as caffeinated or fizzy drinks and chocolate, for at least four hours before going to sleep.

According to Chris Thomson, writing for Dreams Sleep Matters, sleeping naked could be the answer. Skin-to-skin contact can boost the production of oxytocin, also known as the

'love hormone', which can combat stress and high blood pressure, as well as making one feel closer to their partner.

Finally, couples should seriously consider sleeping in separate beds. According to Dr Sarah Brewer, approximately 50 per cent of sleep disturbance is caused by a person's partner, and one third of married couples admit to sleeping better alone. Partners can still find time to be close and intimate, but may benefit from moving to a separate bed or bedroom at the point of turning out the light to sleep – and it could even make the relationship stronger.

More advice on sleep and wellbeing can be found on the Dreams Sleep Matters web site at www.dreams.co.uk/sleep-matters-club



What your drink says about you!

Your drinks says more about you than your outfit or hairstyle, according to new research. 74% of those surveyed said they could tell more about a person by what they drink than two minutes of small chat. They were asked to match a personality trait to a list of drinks and the data revealed that 78% believe that Champagne is conceited, 58% believe red wine is pretentious, 69% think a Bloody Mary is extroverted, while 64% assume that those who drink a Cosmopolitan are flirtatious.

The study indicates that posher drinks suggest a higher calibre of class. James Bond was on the right track with his choice of spirit, with 72% matching the word 'suave' to the classic Martini. The cheaper, less sophisticated drinks such as lager are more commonly associated with loudmouths, with 89% relating the word 'boisterous' to beer. We may enjoy our poison of choice - but what does it actually say about our taste, or lack thereof?



Lifestyle

Researchers commented "There has always been a social stigma to certain alcoholic drinks. If you think of the typical soccer fan watching a home game at the local stadium, you'd assume he's got a pint of Fosters in his hand; on the flipside if you consider the drink of choice for a lawyer and his circle of socialites, it's more likely a bottle of Dom

Perignon. It's interesting to learn what drink stereotypes are associated with different personality traits."

The study also found that drinks associated with negative characteristics could only make a person less attractive for 42% of people.



Beer

Women on Men:

- 89% - Boisterous
- 36% - Cheap and tasteless
- 32% - Loudmouths

Men on Women:

- 64% - Laddish and boisterous
- 41% - Wears the trousers-kind-of-girl
- 38% - One of the lads

Red Wine

Women on Men:

- 57% - Pretentious and uninviting
- 32% - Awkward loner
- 31% - Fan of emasculating sex

Men on Women:

- 59% - Pretentious and uninviting
- 45% - controlling
- 63% - Confident

White Wine

Women on Men:

- 68% - Intelligent
- 29% - Cocksure and presumptuous
- 36% - Narcissistic

Men on Women:

- 72% - Intelligent
- 82% - Graceful
- 35% - Perfectionist

Whisky

Women on men:

- 67% - Charming
- 43% - Cheeky
- 85% - Old fashioned.

Men on Women:

- 34% - Attention seeking
- 59% Strong and dominating
- 64% - Forward and strong-minded.

Champagne

Women on men:

- 69% - Tosser
- 77% - Pretentious
- 86% - Extravagant.

Men on Women:

- 64% - Socialite
- 91% - Elegant
- 71% - High maintenance

Cosmopolitan

Women on men:

- 76% - Probably gay
- 65% - Camp
- 9% - Masculine.

Men on Women:

- 68% - Flirty
- 53% - Independent
- 88% - Girly girl

Bloody Mary

Women on men:

- 69% - Artistic extrovert
- 45% - Hipster
- 71% - High maintenance

Men on Women:

- 70% - Eccentric
- 80% - Loud
- 49% - Strong personality

Rum & Coke

Women on men:

- 45% - Big ego
- 51% - Flashy
- 67% - Philosopher

Men on Women:

- 55% - Interesting
- 53% - Outspoken
- 61% - Intelligent.

Gin and Tonic

Women on men:

- 71% Well-educated
- 32% - Endearing
- 58% - Calm.

Men on Women:

- 60% -Straight-talking
- 59%- Confident
- 65% -Self-assured.

Martini

Women on men:

- 72% - Suave
- 68% - Likeable personality
- 70% - Slick.

Men on Women:

- 81% Untamed
- 77% - Decisive
- 74% - Opinionated.