



Today's PA

CONFERENCE 2017

24 – 25 August 2017 – London

Executive Summary for Managers

As a manager, you understand and appreciate the value your PA brings to your organisation, not only working with you on a day-to-day basis to keep your office running smoothly, but also looking after a hectic diary, being a 'gatekeeper' to help protect your precious time in the office, handling project admin and routine tasks, and dealing with the hundreds of other issues that make up a PA's day.

In fact, there are few (in any) other roles that place so much reliance on the absolute capability of one person.

Your PA already possesses the skillset to do the job. However, don't you sometimes think she – or he – could be more comfortable in the role, more confident in their own abilities and not shy away from taking the initiative? Do you perhaps feel that you could accomplish more if your PA could anticipate your wishes, and was more in tune with your own role in the organisation?

Today's PA Conference has been developed with the aim of doing exactly that, turning your PA into the dedicated assistant that you need in today's business world.

Today's PA Conference – 24th – 25th August 2017

Our conference – this year at the stunning Chelsea Harbour Hotel – runs over two days. The first day is our PA masterclass-in-a-day training course, and the second is our unique conference with high-profile industry speakers, career development ideas, and more top-class training tips.

Day 1 - The Assertive PA:

The first day focusses on turning your PA into an Assistant in the true sense of the word –one who takes initiative when and where required, and understands the challenges faced at a senior level.

We give your PA the knowledge and tools to:

- ★ Become an extension of your own management style and vision.
- ★ Manage stress and remain calm and in control in the midst of a frenetic working environment - whilst still looking after everyone else.
- ★ Develop greater confidence - in decision-making, moving forward with projects, or implementing change
- ★ Protect your time by managing unnecessary interruptions.
- ★ See the 'bigger picture' – and realise the critical part you both play in your organisation's success.
- ★ Appreciate your role within the wider organisation and understand your aims and objectives.

This day is only available to conference attendees.

Day 2 – Conference Day:

The second day of our educational conference comprises of keynote speakers from a broad section of industries, all with one thing in common: high-profile roles at the very top of their profession. The speakers will also take part in an informative Q&A session with our expert PA Panel on what business leaders look for in a PA. There will be group discussions and breakout training sessions such as Outlook Masterclass, Minute Writing, Managing Your Manager and Dealing Confidently with Difficult People.

There will be an opportunity for PAs to network with fellow delegates – a vital part of any conference – and believe us when we say that spending time with others who understand the rewards and pressures can be enlightening and offer a new perspective on the role. You'd be amazed how much PAs learn from each other!

About The Organiser

Since opening its doors in 2005, Today's PA has always been focussed on delivering high-quality PA training. Founder, MD and Principal Trainer, Paul Pennant started the company with a clear vision: to take his own experiences as a PA, office manager and business director and create training courses that meet the aspirations of modern business professionals.

With the rapid advances in IT, Paul now specialises in helping PAs to utilise this technology to save time and reduce stress. He is a Certified Microsoft Office Specialist Master.

Today's PA was named UK's "Best PA Training Provider" three years running, having been voted for by thousands of PAs in the *pa-assist.com* Members' Voice Awards 2014, 2015 and 2016.

Today's PA's courses encompass the entire range of soft- and hard-skills PAs need to succeed in today's office environment. We listen carefully to feedback from our delegates and continually improve and refine all of our courses, so you can be confident of receiving the most up-to-date training on offer in technology, business management and best practice.



Attending our Educational Conference is an investment - not just in monetary terms but in time. Two days is a significant amount of time to be out of the office. However, your Return On Investment is a Personal Assistant who is able to anticipate your wishes, shares your visions, feels more comfortable and confident in every aspect of their role, and who understands and is able to contribute effectively to the business as a whole.



Booking Information

To book, please go to our website: www.todaysPAconference.co.uk, call us on 020 7622 2400 or email info@todaysPA.co.uk

Your Investment

The Assertive PA Masterclass & Conference

EARLY BIRD: £600+VAT

This offer is valid till 30th April.

STANDARD TICKET: £700+VAT

Commencing 1st May

Conference Only

EARLY BIRD: £300+VAT

This offer is valid till 30th April.

STANDARD TICKET: £350+VAT

Commencing 1st May

"The conference surpassed my expectations. I enjoyed it so much and felt empowered at the end and with a new lease of life for my new role as PA!"

Lucy Taylor – *Seatriever International Holdings Ltd*