



# Today's PA

CONFERENCE 2017

24 – 25 August 2017 – London

## Reasons To Attend

We all know that Personal Assistants are unique: no other role places so much reliance on the absolute capability of one person. Whether you're working at board level in a multi-national company, or with MD of a small family firm, your role can be exciting and fulfilling, pressurised and stressful all at the same time. You already have the knowledge and experience, but are there times when you need to feel more confident - in day-to-day situations, managing your manager, or taking the initiative?

As an experienced PA, you may have worked for the same manager for some time and feel you have an effective working relationship – but there will be times when you wish you could be more in tune with your boss, understand their aims and objectives as well as their pressures and constraints within the organisation?

Whether you've been a PA for one year or 31 years ... Whether you're a career PA or fell into the role by accident, the Today's PA Conference is for you!

### Today's PA Conference – 24<sup>th</sup> – 25<sup>th</sup> August 2017

Our conference – this year at the stunning Chelsea Harbour Hotel – runs over two full 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:

PAs need an enormous range of soft- and hard-skills to do the job – but our Assertive PA training goes beyond that. This day is about becoming the assistant your boss needs; one who is comfortable and confident in their role, takes initiative when and where needed, and understands the challenges faced at a senior level.

We give you the knowledge and tools to enable you to:

- ★ Develop greater confidence in your own abilities.
- ★ Increase your own sense of self-worth and to see yourself as a true Assistant, sharing your manager's objectives, style and vision.
- ★ Protect your manager from unnecessary interruptions - by becoming an executive 'Triage Nurse'.
- ★ Discover how to manage stress and look after yourself - whilst still looking after everyone else.
- ★ Understand how you and your boss fit into wider organisation and how you can contribute to (and influence) change within your team/organisation.
- ★ Realise the critical part you play in your organisation's success - and how you can give your career a boost.
- ★ Protect yourself from unnecessary interruptions.
- ★ See the 'bigger picture' – for your boss, your team, and your organisation.

*This day is only available to conference attendees.*

## Day 2 – Conference Day:

The second day of the conference combines prestigious speakers with career-enhancing and exciting training, practical tips and time-saving tricks (that you can implement the minute you get back to the office!)

Our high-profile speakers will share insights into their careers, and the lessons they have learned in working at the very top of their profession. There will be a discussion and Q&A session with our expert PA Panel on What Do Business Leaders Look for in Their PAS, breakout sessions such as our unbelievable Outlook Masterclass, and our engaging workshops on Managing Your Manager, Dealing Confidently With Difficult People and Minute Writing.

You will also have a wonderful opportunity to meet with your fellow delegates - all PAs who are passionate about their role, their industry and helping and mentoring others. If you're new to networking, or think it's not for you, believe us when we say that being among your peers in an informal, supportive environment is an excellent way to gain a new perspective on your role. You'll be amazed how much PAs learn from each other.

You view our full Conference agenda on our website [www.todaysPAconference.co.uk](http://www.todaysPAconference.co.uk), where you can also see photographs from our conferences in 2015 and 2016, and read testimonials from some of our previous delegates.

## 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 a commitment - not just in monetary terms but in time. Two days is a significant amount of time out of the office. However, by making the decision to do this, you are investing in yourself and your career, showing your manager that you take your role seriously and want to be the best you can be.



## Booking Information

To book, please go to our website: [www.todaysPAconference.co.uk](http://www.todaysPAconference.co.uk), call us on 020 7622 2400 or email [info@todaysPA.co.uk](mailto: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 1<sup>st</sup> May*

### Conference Only

EARLY BIRD: £300+VAT

*This offer is valid till 30th April.*

STANDARD TICKET: £350+VAT

*Commencing 1<sup>st</sup> May*