

PRESS RELEASE

Issued: 14 September 2011

For Immediate Release



office* show opens tomorrow!

The UK's only dedicated event for top-level office professionals looks set to attract thousands of PAs, EAs, office managers and senior administrative staff when it opens its doors at 9.30am tomorrow morning for its second show at London's Earls Court.

With over half of office*'s 165 confirmed exhibitors appearing for the first time, and many returning exhibitors having already announced new launches to coincide with the show, visitors to this essential two-day event can enjoy fantastic 'show only' deals on many essential business purchases. The show provides the best opportunity of the year for office professionals to see all latest products, services, technologies, and venues on offer from many of the country's leading business to business suppliers.

More show firsts include the new MIA Destination & Venue Village, developed in association with the Meetings Industry Association, featuring eleven AIM-accredited venues; the FMA Office Managers' Village, in association with the Facilities Management Association, designed to provide support and guidance to the growing number of office managers whose duties and responsibilities also include facilities management; and the ASAP Village, in association with the Association of Serviced Apartment Providers (ASAP), which will be of particular interest to visitors researching accommodation for stays of 5 days or more. Plus there's also the show's new Demo Theatre, where software giant Microsoft will host two full afternoons of informative sessions on some of its most popular office business software – including Microsoft Communication and Collaboration Solutions, Microsoft Project and Microsoft Visio.

Lively Keynotes and seminar sessions will run alongside the central exhibition on both days. Notable Keynote highlights on Thursday include sessions from Jacqueline Gold, CEO of Ann Summers and Knickerbox, and a unique catwalk show from L.K.Bennett featuring their Autumn/Winter collection (starting at 11.45am and 1.15pm respectively). While Friday sees a fascinating Keynote from Michelle Mone OBE, co-owner of MJM International and creator of leading designer lingerie brand Ultimo, talking about her journey to the top.

office*'s comprehensive training and development conference includes 32 seminars and workshops hosted by senior trainers from Hemsley Fraser, Reed Learning, Castalia Coaching, Mesmo Consultancy, Personal-Assistant-Tips.com, the Global PA Network, EUMA, and The Virtual Assistant Coaching Company. Priced at

just £89 for three 1-hour sessions or £39 each, seminars can be booked in advance online (before 10pm today) at www.officeshow.co.uk (or, depending on availability, at the show itself tomorrow).

office* pre-registered attendees, to date, include top-level PAs from some of the UK's biggest organisations, including many government departments and the media, plus 46 of the FTSE 100 companies. Whilst the majority are from the UK and Ireland, a small percentage of visitors will be flying in from France, Luxembourg, Spain, Sweden, Belgium, Switzerland, Germany, Spain, Italy, Slovenia, Latvia, India, Australia, and the USA.

In addition to being the first day of office*, tomorrow, 15 September, is also the UK's 1st ever National PA Day. A new annual national celebration of Britain's PAs – the day will also see the grand unveiling of the results of the 1st annual National PA Survey.

Admission to office* is free for pre-registered visitors (please use priority code OFF11207) and £20 on the day. Advance registration closes at midnight tonight (Wednesday 14 September). For further information, please visit www.officeshow.co.uk.

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Notes:

- *If reproducing this press release, please include the Priority Code: OFF11207.*
- *Press passes are available to editorial staff writers employed by a trade publication, mainstream media outlet (newspaper, radio, TV, etc), or online magazines, plus freelance writers, contributing editors, or bloggers if the event is being covered for a specific publication or topic-related article. Please register for a free visitor pass at www.officeshow.co.uk before midnight tonight and bring a photo press card with you to request a press pass onsite (please note, a £20 door charge will apply without an officially recognised press ID card).*

- ***Diversified Business Communications UK*** (*Diversified UK*) is a fast growing event organising and publishing company based in Brighton. In addition to office*, *Diversified UK* also organises lunch!, *Natural & Organic Products Europe*, *camexpo*, the *Independent Health Store Conference*, and the *Service Desk & IT Support Show*. The company publishes *Natural Products magazine* and the *Natural Beauty Yearbook*.
- ***office* 2011 Visitor Information:***
Admission: Free to pre-registered visitors, £20 on-the-door
Location: Brompton Hall, Earls Court, London SW5 9TA
Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00
www.officeshow.co.uk
<http://twitter.com/#!/officeshow>
<http://www.facebook.com/pages/office/116716991701373>
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