

PRESS RELEASE

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For Immediate Release



Ann Summers boss Jacqueline Gold to host Keynote at UK's office* show!

Jacqueline Gold, Chief Executive of UK lingerie chain Ann Summers and Knickerbox, will be hosting a Keynote at office*, the essential annual event for PAs, EAs and Office Managers, taking place at London's Earls Court on 15-16 September.

One of Britain's most powerful businesswomen and a self-made multi-millionaire, Jacqueline's become known as the 'woman responsible for bringing sex to the high street'¹ after turning her father's four sex shops into one of the most profitable private companies in the UK, with a gross annual sales turnover over £150 million.

Winner of numerous awards, including *Retail Week's* Most Powerful Woman in Business and Barclays Bank's Most Inspirational Businesswoman in the UK, Jacqueline will reveal her incredible story and talk about how she battled against the prejudice and preconceptions of a traditionally 'male-orientated market' to transform Britain's high streets and alter the nation's views on sex and sex shops forever.

"We are delighted to welcome such a prominent industry figure to the office* Keynote stage," says Ali Mead, Event Manager of office*.

"Jacqueline Gold is an inspiration to all those lucky enough to hear her story and we're anticipating a capacity crowd for her session at this year's event."

Over 3,000 office professionals converged on London's Earls Court for the first office* show in 2010. Event organisers Diversified Business Communications UK say they expect the success of the inaugural event, combined with growing word of mouth and a buzzing social media network, to increase attendance up to 5,000 delegates for its second edition later this year.

"In today's competitive environment, serious business professionals know only too well the importance of keeping informed and up to date with all the latest developments. The PA community is no exception. Challenged with more varied tasks and a far greater workload than ever, they must be at the top of their game and masters of numerous fields. office* was created to fill a much needed gap in the market and it has quickly

¹ *OK Magazine*

established itself as the unmissable event for anyone who is career focused and determined to succeed," says Carsten Holm, Managing Director of Diversified Business Communications UK.

The Keynote programme, which will consist of four sessions per day, will complement the show's comprehensive training and development programme of 32 seminars and master classes across four dedicated theatres. Full conference details, including further Keynote announcements, will be published next month.

The show is supported by The Institute of Professional Administrators (IPA), The Association of Personal Assistants (APA), European Management Assistants (EUMA), SecsintheCity, PA-assist.com, The PA Club, Reed Learning, Hemsley Fraser, Jeans For Genes, *Executary News*, *Executive PA Magazine*, *The Business Travel Magazine*, *Business Info*, *Buying Business Travel*, *Olé* and *Metro London*.

Online visitor registration for office* 2011 will open in May. office* is free to attend for pre-registered visitors, which also includes entry to the Keynote stage. Seminars and master classes are £89 for three 1-hour sessions or £39 per 1-hour session. For further information, please visit www.officeshow.co.uk.

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Notes:

- Diversified Business Communications (UK) Ltd (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, and the Independent Health Store Conference. The company publishes Natural Products magazine and the Natural Beauty Yearbook.

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