

PRESS RELEASE

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For Immediate Release

Visitor registration opens early for the new office* show

Visitor registration for office*, the dedicated new exhibition and conference for PAs, Executive Assistants and Office Managers has now opened, with thousands of the UK's top office professionals expected to flock to the event at Earls Court this 21-22 September.

With the newly launched office* show still over six months away, growing demand has compelled the organiser, Diversified Business Communications (UK) Ltd, to open visitor registration for the event almost two-months early. Visitors wishing to organise their schedules well in-advance can now register for free show entry plus also benefit from first-pick of the show's 50-strong seminar and master class programme.

Presented by some of the best trainers in the country, the seminar and master class sessions will aim to provide today's multi-tasking office professional with a host of invaluable tools that can be taken away and implemented in their day to day roles. Prospective attendees are being encouraged to book their places as soon as possible as many are anticipated to sell-out.

"Initial interest in office* has been overwhelming and we're delighted to open registration early to allow people plenty of time to secure their first seminar choices, plus arrange the best travel deals for attending," says Ali Mead, office's Event Manager.

This announcement follows news last week of the high profile addition to the show's keynote programme of two leading motivational speakers – top UK business woman and vice chairman of West Ham FC, Karren Brady, and Judi James, one of the UK's leading experts in body language and behavioural science.

Commenting on the show's positive reception by the industry, Carsten Holm, Managing Director of Diversified Business Communications (UK) Ltd, said:

“office* is one of the most talked about launches of 2010. When we created the concept, we realised that the role of the modern PA has changed dramatically and that they're now amongst the most influential people in Britain's offices. We didn't believe previous events aimed at this audience reflected this, often talking down to their visitors and employing a somewhat condescending tone. In contrast, office* will treat its visitors as career minded, aspirational professionals. Securing Karren Brady as a speaker really helps to set the tone, and is just one of many highlights we will be announcing over the coming months.”

Over 150 leading suppliers are set to exhibit at office*, ranging from conference venues and office suppliers, to travel specialists and service providers. Confirmed exhibitors, to date, include globally-recognised brands: Office Depot, Brother UK Ltd, FCM Travel Solutions, Hewlett Packard, and Fellowes. Plus The London Eye – the UK's iconic 443ft high visitor attraction, lovetheatre.com, leading tailored recruitment specialists Crone Corkill, pay-as-you-go self drive hire car provider – Streetcar, Reed Learning, Snopake, and more.

office* is free to attend for pre-registered visitors, which also includes entry to the Keynotes. 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.

For more information about exhibiting at office*, please contact Alison Mead at amead@divcom.co.uk or 01273 645124.

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Notes to Editor (not for publication):

- office* is a brand new event for 2010 that focuses on bringing Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. It has been developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, with the aim to inspire, educate and innovate those working within this dynamic industry.

VISTOR INFORMATION:

Admission: Free to pre-registered visitors, £20 on-the-door

Location: Brompton Hall, Earls Court, London SW5 9TA

Opening hours: Tuesday 21 September 2010 9.30-6.00 & Wednesday 22 September 2010 9.30–17.30

Website: www.officeshow.co.uk

- 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.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.