

PRESS RELEASE

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For Immediate Release

Diversified UK announces major new show for PAs and office professionals

Diversified Business Communications UK, organisers of the highly successful National Executive PA Conference, has announced that they are launching a major new trade show aimed at PAs, Executive Assistants and office administrators.

The new event, office*, follows extensive consultation with leading players in the industry, including associations, exhibitors and leading training providers. An advisory panel of 25 key people, held in London at the end of July, concluded that there was a big gap for an event like this, with everyone invited supporting the launch.

“Having worked with Diversified on the National Executive PA Conference we are confident they are the right people to create a top quality event for this important audience, and have been very impressed with their vision for office*.”

Chris Izod, Reed Learning

“Diversified have the vision, commitment and expertise to make office* the world number one event for PAs and Office Managers, we are proud to be a partner in the project.”

Kay Buckby, Director, The Development Company Limited

“The Global PA Network has worked with Diversified on the National Executive PA Conference and we know that they are just the right people to create a top quality event for this important audience”.

Rosemary Parr, The Global PA Network

“We are excited and enthusiastic about working with Diversified to create a professional and entertaining trade show and exhibition for office professionals in the UK.”

Kerrie Fuller, Institute of Professional Administrators.

“There is not only room, but a definite need for a quality exhibition focusing on the requirements of professional PA’s and Office Managers. Office* certainly fills that need and FCm Travel Solutions are happy to endorse and support it.”

Robert Russell, FCm Travel Solutions

Carsten Holm, Managing Director of Diversified UK, was delighted with the response:

"We already have a strong reputation as quality event organisers in this sector from the work we did with the National Executive PA conference and we are absolutely delighted to have been given this exciting opportunity to develop an event, which reflects the needs of the modern PA and office professional. If ever there was an event created for the industry by the industry, this is it. All of the companies we have spoken to have welcomed this important launch and we look forward to working with everyone to create a fantastic event which meets the full range of needs of this important group.”

office* will take place at Earls Court in September 2010

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Notes to Editor (not for publication)

- 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.