

office*

15-16 September 2011 Earls Court | London



Your ultimate event to
meet and do business with
PAs, EAs & Office Managers

* OFFICE MANAGEMENT * PERSONAL DEVELOPMENT * FACILITIES MANAGEMENT
* EVENT MANAGEMENT * PERSONNEL & TRAINING * ESSENTIAL SKILLS * LIFESTYLE

Solutions and inspiration for today's office professional



“ The quality of people at office* has been absolutely excellent, with great quality leads to follow up.”

ROBERT ALGER, BROTHER UK





Welcome back!

After its highly acclaimed launch, **office*** is back to offer you an unrivalled platform to meet and do business with the UK's leading PAs, EAs and Office Managers – the most important people in Britain's offices!

Recognising their significant influence and buying power, **office*** offers a unique opportunity to bring these all important buyers face to face with over 200 carefully selected, quality solution providers and business suppliers.

With exceptional industry support, **office*** is quickly gaining a reputation as the unmissable event for all serious office professionals – and, the companies who want to reach them. Make sure you're a part of the success!

“A great event that has moved on with its audience. We will be back in 2011 for sure!”

JAONN WAUDBY,
PA TO BOARD OF DIRECTORS,
PITMAN TRAINING



Exceptional buyers

office* is the only UK event of its kind entirely dedicated to **PAs, Office Managers, Executive Assistants** and **Office Professionals**. Every detail – no matter how small – has been carefully considered to make it the must attend event for these influential individuals.

Quality audience

From large FTSE organisations to SME businesses, you will meet the people who make the real decisions in Britain's offices! With great content, attention to detail and a top marketing campaign, we aim to make sure **office*** is the single most important marketing investment for your business in 2011.

Timing is everything

office* takes place on Thursday and Friday, 15-16 September 2011. It's perfectly timed to coincide with the most important period of the year; the time when next year's budgets are planned, Christmas parties are organised, corporate gifts are ordered and new careers decided!

Location! Location! Location!

The prestigious Earls Court Exhibition Centre is the most accessible venue in the capital and provides excellent facilities for exhibitors and visitors alike, including a purpose built conference centre for the popular seminar streams.



“**office*** is the one show I would encourage any PA or Office Manager to attend – it's essential!”
ROSIE THOMPSON, ASTRAZENECA

The office* experience – facts & figures

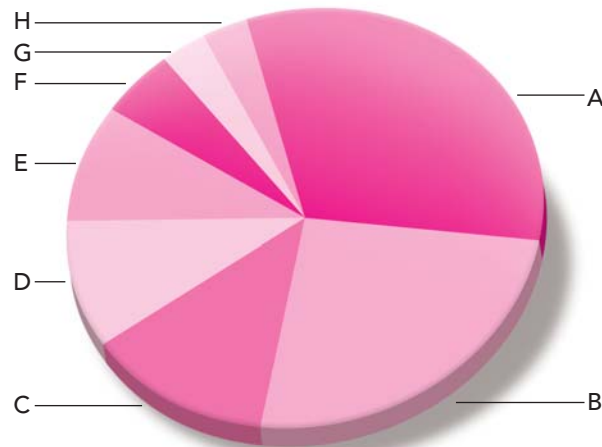
No other event offers so much for office professionals for so little. These are just some of the attractions, which makes **office*** the must-attend event of the year.

- * **FREE entry** into the exhibition
- * **Over 200** leading exhibitors
- * **Unmissable Keynote stage** featuring celebrity speakers
- * **The office* Conference.** Five dedicated theatres running throughout the two-day show. Presented by some of the best trainers in the country.
- * **After Dark Reception.** A glitzy, invitation only event for senior Office Managers and PAs
- * **office* Elite.** A tailored VIP programme including special privileges, a VIP card, special offers, and more.

Visitors included representatives from the following organisations:

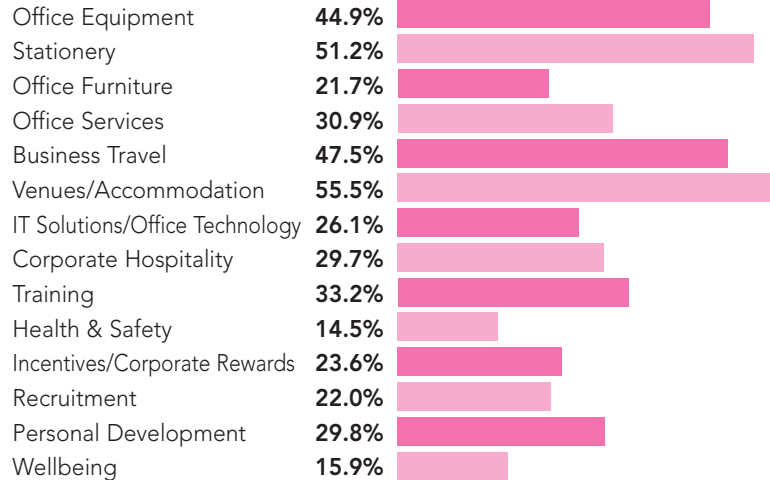
- AstraZeneca
- GlaxoSmithKline
- HSBC
- Vodafone
- British Airways
- Land Securities
- Marks and Spencer
- Prudential
- Rolls Royce
- RSA
- Sainsbury's
- Shire Pharmaceuticals
- American Express
- Barclays Bank
- BBC
- Cabinet Office
- Cadbury Holdings
- Central Bank of Kuwait
- Estee Lauder
- Continental Airlines
- Gap
- HBOS
- Hasbro Europe
- McDonalds
- Mercedes-Benz UK
- The Metropolitan Police
- MOD
- Microsoft Corporation
- Ministry of Justice
- Network Rail
- Post Office
- PriceWaterhouseCoopers
- Primary Care Trust
- Royal Air Force
- Santander
- Sony
- Starbucks
- Virgin Atlantic
- Which?

Visitor breakdown by job title



A	Personal Assistant	32%
B	Office Professional	25%
C	Executive Assistant/Executive PA	13%
D	Office Manager	10%
E	Senior Administrator	9%
F	Event Organiser/Coordinator	5%
G	Senior Secretary	3%
H	Other	3%

What they wanted to see...



What they had to say....

- **90%** of our visitors came to **meet with new suppliers** and **92%** to **research and evaluate new products**
- As a result of the show, **82%** of our visitors plan to **purchase products or services within 6 months**
- **92%** of our visitors **rated the show as good or excellent** and intend to revisit next year!



Building on the success of 2010

Over the last 18 months we have worked tirelessly with a diverse cross-section of visitors, suppliers and industry bodies who have given us invaluable input and truly helped shape the event for 2010. The



overwhelming feeling was that there was a real need for an effective and dynamic annual event for this increasingly important community and that it needed to be highly innovative and stand apart from other events. In September 2010 the first show took place – and delivered!

office* 2011 will build on this successful formula and attract even more of the country's top office professionals and, of course, suppliers who want to meet them.

As an exhibitor at **office***, besides your stand and the sponsorship opportunities available, you can expect to work closely with the organisers every step of the way and benefit from numerous free marketing & PR opportunities.

Very simply put, we want you to share in the success of **office***!

Call us today on **01273 645124**
or visit **www.officeshow.co.uk**

An organiser with passion

Diversified Business Communications – going the extra mile

office* is organised by Diversified Business Communications, a leading international exhibition and conference organiser, with over 100 global events annually. Our extensive event portfolio includes the world's largest conference for PAs, the Administrative Professionals Conference, hosted in both the US and Canada, and, more recently, the highly successful UK-based National Executive PA Conference, which attracted some of the most senior PAs in the country (now incorporated into **office***). We already have significant experience in serving this sector and are proud of our growing reputation as one of the best trade show organisers in the world and for creating effective events, with a rare sense of attention to detail.

Developed by the industry

office* is the result of an extensive and ongoing consultation process. At the heart of this, is the **office*** Advisory Panel, which gives input on everything from event content and focus to strategic direction. The Advisory Panel includes the following members, to whom we are extremely grateful for their continued enthusiastic support, time, and constructive feedback!

office* Advisory Panel members include:

- Global PA Network
- PA Assist
- The PA Club
- Association of Personal Assistants
- Institute of Professional Administrators (IPA)
- Executive PA Magazine
- TOM / unlimited
- Executory News
- Pitman Training
- Reed Learning
- Hemsley Fraser
- FMA
- Office Depot
- Hays Specialist Secretarial
- Brother UK
- Harrods Corporate Service
- House of Fraser
- Uniball
- Snopake
- Quantum Leap Events
- Crone Corkill
- Anuszka Elland – Hays PA of the Year 2009
- Sharon Huckstep – Hays PA of the Year 2008
- Jessica Harris – PA Price Waterhouse Coopers





Highlights from a great first show...

office* 2010 was quite a show. But don't just take our word for it. Here's a taste of what our exhibitors saw – and had to say about their office* experience:

- * **Over 80%** of exhibitors were **delighted** with the **quality** and **quantity** of **sales leads** identified, with **100% fully expecting sales** as a result of exhibiting!
- * Overall, **92%** rated the entire event **good or excellent** with **93%** already planning to **exhibit** with us **again next year!**





“It’s been a really good show for us, with exactly the right kind of visitors.”

JAMES CHAPPLE, FORTNUM & MASON

“Excellent leads, really busy, good show.”

RICHARD BANNINGTON, THORNTONS

“We have had an excellent show and have been thoroughly impressed with the quality of delegates and effort put into the show by Diversified.”

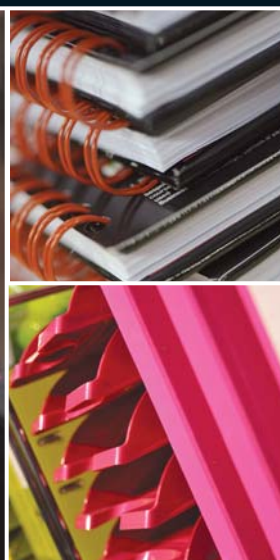
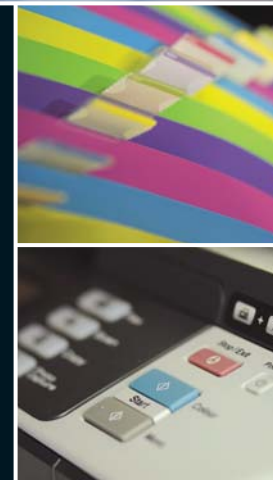
DEBORAH FINDLAY, OFFICE DEPOT®

“As a show, **office*** attracted a good number of quality visitors. We look forward to seeing the results on our investment in time for this coming Christmas season.”

TRACY FINN, HEAD OF HARRODS CORPORATE SERVICE

“**office*** 2010 has been the perfect environment for us to engage with a key group of users receptive to our products.”

STUART BARKER, UK MARKETING MANAGER, MITSUBISHI PENCIL COMPANY





Reserve your office* space!

office* features a broad range of industry suppliers who want to reach the largest gathering of decision making office professionals in the UK. If your target market includes Executive Assistants, Office Managers, PAs, Training and Senior Secretarial staff, it really is YOUR most-attend event of the year. Companies invited to exhibit include:

- | | |
|----------------------------|-------------------------|
| ■ Office Equipment | ■ Training Providers |
| ■ Stationery | ■ Health & Safety |
| ■ Office Furniture | ■ Facilities Management |
| ■ Office Service Providers | ■ Corporate Gifts |
| ■ Business Travel | ■ Recruitment |
| ■ Venues | ■ Personal Development |
| ■ IT Solution Providers | ■ Wellbeing |
| ■ Corporate Hospitality | ■ Technology |



office* 2011

Due to the success of office* 2010, and the overwhelming interest already seen from new companies, we have significantly increased the floorplan for 2011 and are expecting our exhibitor space to sell out quickly. To secure the best position for your business, please call us today on 01273 645124 to discuss current availability.

Marketing campaign

office* is backed by the biggest marketing campaign ever staged for an event of this kind, including:

- Extensive advertising in relevant media
- Substantial e-marketing campaign
- Dedicated PR campaign delivered by an in-house PR Manager
- Direct mail, including newsletters and invitation tickets
- Supporting marketing partners, including associations and publishers
- Underground advertising, posters and national newspaper advertising

**Your ultimate event to meet and do business with PAs,
Office Professionals, Executive Assistants & Office Managers**



Quotes from some of our 2010 exhibitors:

“I just wanted say a huge thank you for organising a great show. All the Jeans for Genes team really enjoyed the whole experience and got some really positive feedback from visitors to the stand. Well done for all your efforts, which made the show a real success.”

RUTH RIVETT-CARNAC, MARKETING & EVENTS EXECUTIVE, JEANS FOR GENES

“As a speaker and exhibitor at Crème for many years, **office*** far exceeded my expectations. I thoroughly enjoyed the whole experience – so please pass on my thanks to the whole team!”

SUSIE BARRON-STUBLEY, MANAGING DIRECTOR, CASTALIA COACHING & TRAINING

“I would highly recommend **office***. The calibre of visitors has been superb and we have made lots of great new contacts!”

AMY RHODES, CO-OWNER, HAYFORD & RHODES.

“**office*** was a great place to come and explore new opportunities and ideas and it was fantastic being able to meet and talk with industry experts. It was well received and attended in a location that provided House of Fraser Business Incentives with the ability to reach a new cross section of customers, whilst being part of a successful industry event. This is especially important in these reaching and challenging times.”

MARK TOWLER, HEAD OF BUSINESS INCENTIVES, HOUSE OF FRASER

“We have just been approached by an events company that we have been chasing for over 2 years!”

IAN HARVEY, OWNER, THE WINE TASTING COMPANY

“As a media partner of **office*** we have been extremely successful with the high calibre of attendees. As a result, we have sold lots of subscriptions to the magazine. We will definitely be back next year!”

SARAH TALBOT, SENIOR SALES MANAGER, EXECUTARY NEWS

“**office*** has been a really great show for us and we have met lots of relevant people. We will definitely be back next year!”

DANIEL EVANS, SENIOR MARKETING EXECUTIVE, HAYS



Solutions and inspiration for today's office professional

Media Supporters

EXECUTIVE PA | pa-assist.com | THE BUSINESS TRAVEL MAGAZINE | Ole | buying business | EXECUTARY news | n.o.w. 24/7 | Businessinfo | LondonCareers.net | TOM

Association Supporters | **Training Partners** | **Official Newspaper Partner**

The PA Club | GLOBAL PA Network | APA | hemsleyfraser | REED LEARNING | METRO

european MANAGEMENT ASSISTANTS | SECS inthecity | ipa | The Development Company | pitman training | Official Charity Partner | JEANS FOR GENES

Organised by

diversified
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Members of **aeo** **ufi**
Member

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We connect, educate and strengthen business communities through market-leading events, publications and eMedia.