Office* 2014 Opens at London's Olympia Tomorrow

Monday 6 October, 2014

With the final preparations now well underway, this year's two day office* event – kicking off at 10am tomorrow (Tuesday 7 October) at Olympia National, London – looks set for another record turnout.

The UK's biggest dedicated annual event for PAs, EAs, VAs, secretaries, office managers and executive support professionals, over 4,000 attendees are expected to visit over 7-8 October.

As ever, the show's 175-strong exhibitor line-up is comprehensively eclectic and filled with a who's who of business to business suppliers – from corporate hospitality and travel to office supplies and event management.

Show highlights from office* exhibitors are available to view on the show's website at:

- New office products, business services and training:www.officeshow.co.uk/office-previews-new-products-business-services-training-for-2014
- New corporate hospitality, hotels, venues & business travel:www.officeshow.co.uk/office-exhibitor-show-highlights-2014-hotels-venues-business-travel

The full exhibitor list is available online athttps://onlineexhibitormanual.com/divoffice14/exhi/exhibitorList.aspx.

Free Keynote Theatre

Full timings and seminar summaries for the two day Keynote programme are available at www.officeshow.co.uk/education/keynote-theatre.

Tuesday 7 October – National PA Day

- It's tough at the top, but what about your bottom? – Dale Stafford, The Principle Department
- "First is First", the making of a Champion – Liz Doogan-Hobbs MBE, Liz Hobbs Group
- Headline Keynote: Mike Caridia, pa-assist.com, and Freda Kelly, former secretary to Brian Epstein and The Beatles
- Executive PA magazine awards 4 x 4 – Debs Eden, Grant Thornton; Judy Willet, PA to Lord Harris of Peckham; Leeanne Graham, The Starlight Foundation; and Seema Shah, Sportech PLC
- Declutter your career and find your passion – Vicky Silverthorn, founder of You Need A Vicky and former PA to Lily Allen

Wednesday 8 October

- Behind the limelight: a candid look at the life of a celebrity assistant – Colette Doyle, editor, PA Life Magazine; Stephen Lockyer, Association of Celebrity Assistants Board Member, and Deborah Shaw, ex-President of the Association of Celebrity Assistants
- If not you then who, if not now then when? – Martine Wright, 7/7 survivor, Paralympic athlete and inspirational speaker
- Headline Keynote: Lucy Brazier, Executive Secretary Magazine, interviews Margaret Mountford, lawyer, businesswoman and television personality
- Doing it my way - Heather Melville, The Royal Bank of Scotland
- Identity Theft: How it Really Happens – Colin Holder, C6 Intelligence

National PA Day – Tuesday 7 October

Aside from the wealth of new business products, services and venues being unveiled at office* 2014, visitors to the show on opening day will be the first to see the results of the 4thannual National PA Survey, which provides a fascinating insight into the role of modern PAs. The winner of office*'s prestigious new PA Contributor of the Year Award will also be announced.

"Everyone should be able to get something from their day at office*, whether it's inspirational, service-orientated, discounted offers or simply how to make life more efficient and rewarding," says Kim Brown, PA to the Chief Executive of Radian, echoing the sentiments of many of office*'s repeat visitors.

office* 2014 returns to Olympia National, London, on 7-8 October. Show features include the AIM

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Accredited Destination and Venue Village, benefit Pamper Parlour, the pa-assist.com Networking Hub, and new Hot Topic Roundtable discussions. Places at the Hot Topic Roundtables are free and available on a first come, first served basis on the day. Topics for 2014 range from networking to addressing workplace bullying, from mentoring to asking for a pay rise.

The new office* show app for 2014 (sponsored by Purrfect Office) includes everything visitors will need to start planning their time at the show in advance; including a map to the venue, exhibitor details, floor plan, speaker details and seminar listings. To download, please follow this link:www.eventmobi.com/office14.

To register for a free entry ticket to office*, please visit www.officeshow.co.uk and use priority code OFF402 when prompted (http://www.eventdata.co.uk/Visitor/Office14.aspx?TrackingCode=OFF402). Free registration is also available onsite.

office* opening times are 10am to 5pm on Tuesday and Wednesday, 7-8 October (last entry one hour before close).

Media enquiries & press pass requests:

Emma-Louise Jones, PR Manager

Editorial representatives of relevant business and consumer media (including freelancers) are invited to apply for press passes to office* before 7pm on Monday 6 October (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

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Twitter: www.twitter.com/officeshow

Facebook: www.facebook.com/pages/office/116716991701373

LinkedIn: www.linkedin.com/groups?gid=3319575

Notes:

office was shortlisted for 'Best UK Trade Show Exhibition (under 2,000m2)' at the Association of Event Organisers (AEO) Excellence Awards in both 2013 and 2014.*

High resolution imagery is available upon request:

office 2013: http://www.officeshow.co.uk/wp-content/uploads/office_crowd.jpg*

office 2013:* http://www.officeshow.co.uk/wp-content/uploads/office_keynote.jpg

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. In addition to office, Diversified UK's portfolio includes SITS – The Service Desk & IT Support Show; ServiceDesk360; Casual Dining; Natural & Organic Products Europe; Natural and Organic Awards; Nordic Organic Food Fair & Natural Products Scandinavia in Malmö, Sweden; camexpo; Natural Products magazine; Natural Beauty Yearbook; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference (in Philadelphia, USA); Euro Bus Expo; Coach and Bus*

Live; Best of Britain & Ireland; The Route One Operator Excellence Awards; The National Coach Tourism Awards; Route One magazine; and Coach Monthly. For more information, visit: www.divcom.co.uk.

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