

New speakers and exhibitors announced for office* 2014

Visitor registration for office* – the UK’s leading annual business event for executive support professionals – has got off to a great start for 2014, having already secured over 500 bookings in its first 48 hours of opening.

Nearly 700 PAs, EAs, VAs and office managers from all across the UK, representing organisations as diverse as AstraZeneca, Barclays, British Gas, PricewaterhouseCoopers, Waitrose, the NHS, BBC, Taylors of Harrogate, Communication Workers Union, Crimestoppers Trust, and Virgin Holidays, have already pre-registered for office* 2014, which returns to London’s Olympia on 7-8 October.

2014 is a big year for office*. Over four thousand attendees (that’s 11% up from 2012) walked the aisles last year – and whilst office* 2014 (the show’s 5th anniversary edition) is still over five months away it’s already on track for a repeat performance. According to organiser Diversified Communications UK, its exhibition space – which accommodates around 180 companies – is selling at record speed. To date, over 80% has already been booked.

Center Parcs, Pitman Training, Avery UK, EAT., 3M UK, Ascott Hospitality Management, Baby Blooms, CitySprint, Hand Picked Hotels, Starwood Hotels and Resorts, Tristar Worldwide Chauffeur Services, GLH Hotels, London City Airport, Reed Learning, Hays Specialist Recruitment, Hemsley Fraser Group, The Keyboard Company, and SACO are just a few of the returning exhibitors confirmed so far.

Meanwhile Emirates Old Trafford, Giles Travel, One Moorgate Place, STA Corporate, Dukes of London, Coach, Four Pillars Hotels, Alexander & James, Aveqia, Classic British Hotels, Alton Towers Resort Operations, Brandz, LSM Consumer and office products, Twist Key, Purrfect Office, PCC office supplies, Appetite for Business, and Zest Venue Solutions are all busy preparing to make their office* debut.

Since its launch in 2010, one of the show’s key draws has always been its exceptional educational content. Over 70% of all visitors last year took in the show’s 12 free Keynotes and eight free office* Interactive Theatre sessions, and nearly half signed up for one (or more) of the 32 seminars on offer across the two day show.

Offering tailored training and all the latest management techniques across four dedicated theatres, the office* seminar programme boasts 12 new speakers for 2014. Whilst the full line-up is still to be unveiled, Diversified UK has released a preview of some of the sessions available to book now. They include:

- **How to lead your director and board to success**
Janet Ashford and Jean Pousson, The Institute of Directors
- **Show Me The Money! Timesaving (and jaw-dropping) productivity tips using Microsoft Office**
Vickie Sokol Evans, Microsoft Certified Trainer (redcapeco.com)
- **Public Speaking Masterclass**
Adam Milford, Theatre Workout
- **How to Be a Productivity Ninja**
Grace Marshall, Think Productive
- **Show Stress Who's Boss!**
Carole Spiers, CEO, Carole Spiers Group
- **End your Outlook Overwhelm**
Shelley Fishel, The IT Training Surgery
- **How can social media empower assistants?**
Nicky Christmas, Practically Perfect PA

“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, who visited the show in 2013.

office* 2014 returns to Olympia, London, on 7-8 October. Returning show features include the AIM Accredited Destination and Venue Village, HBAA (Hotel Booking Agents Association) Hub, benefit Pamper Parlour, and the pa-assist.com Networking Hub, plus the free office* Theatre 3.

To register for a free entry ticket (which includes access to the Keynote Theatre and office* Theatre 3), please visit www.officeshow.co.uk and use priority code OFF402 when prompted (direct link: <http://www.eventdata.co.uk/Visitor/Office14.aspx?TrackingCode=OFF402>).

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Notes:

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

Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). Diversified UK's portfolio includes office*; SITS – The Service Desk & IT Support Show; Casual Dining (new for 2014); lunch! (winner of Best Marketing Campaign of the Year at the Association of Event Organisers Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011); Natural & Organic Products Europe; Nordic Organic Food Fair & Natural Products Scandinavia in Malmö, Sweden; Geo Business (new for 2014); Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference; camexpo; Natural Products magazine; and the Natural Beauty Yearbook.

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