



TIMETABLE

WEDNESDAY 24 MAY

SESSION

TIME

ORGANISATION

KEYNOTE & VIP STAGE

11am – 11.30am	Adam Fidler - 'From good to outstanding – the role of the 21st Century Assistant'
11.30am – 12pm	Adam Fidler - 'From good to outstanding – the role of the 21st Century Assistant'
12pm – 12.30pm	Angela De Souza - Turning failure into profit – a no-nonsense look at the benefits of failure
12.30pm – 1.00pm	Lunch
1.00pm – 1.30pm	Andy Guile - How to make the most from your Networking: An introduction to relationship building and how to turn networking into sales
1.30pm – 2.00pm	Natasha Davies - You can't be what you can't see - Working together to make women leaders more visible
2.00pm – 2.30pm	Charlotte Greenman - "3 Steps to Help You Find and Attract Your Ideal Target Market"
2.30pm – 3.00pm	Anne Smith - 'There's no age limit on reaching for the stars'
3.00pm – 3.30pm	Christina Strang - Recruiting? Here's how you can identify the right candidate first time and every time.
3.30pm – 4.00pm	Prab Chadha - 'The secret formula for social media success'

SEMINAR SYNOPSIS

ADAM FIDLER - 'FROM GOOD TO OUTSTANDING - THE ROLE OF THE 21ST CENTURY ASSISTANT'

In this inspiring and thought-provoking presentation, Adam Fidler, the UK's leading trainer and educator of Executive and Personal Assistants, shares his perspectives on the new role of the PA, the challenges and considerations for job-holders if the role is to add even more value and return on investment for organisations.

ANGELA DE SOUSA - 'TURNING FAILURE INTO PROFIT'

Angela shares her story of business successes and failures offering a no-nonsense look at the benefits of failure in business and life.

ANDY GUILLE - 'HOW TO MAKE THE MOST FROM YOUR NETWORKING'

Are you looking to make productive new connections and build a true network not a database? Would you like to create a lasting impression leading to more sales? Learn the basics of networking and how it can benefit your business.

NATASHA DAVIES - 'YOU CAN'T BE WHAT YOU CAN'T SEE WORKING TOGETHER TO MAKE WOMEN LEADERS MORE VISIBLE'

Making women Leaders more visible is something we can all contribute to. This starts with each and every one of you. Embracing your inner leader and expanding into your own potential.

CHARLOTTE GREENMAN, ACCREDITED MARKETING LTD '3 STEPS TO HELP YOU FIND AND ATTRACT YOUR IDEAL TARGET MARKET'

These 3 steps are a new and fresh approach to sales and marketing enabling you to spend more time with your clients. Attend this talk for practical advice that you can use straightaway to create your perfect pitch, package your products and services to make them irresistible.

ANNE SMITH - 'THERE'S NO AGE LIMIT ON REACHING THE STARS'

We hear often the old cliché about shooting for the moon and reaching for the stars but the degree to which people are actually aiming that high is another story. In fact, as we leave behind our formative years and settle into the routines of making a living, many of us stop reaching.

CHRISTINA STRANG - 'HERE'S HOW YOU CAN ASSESS & RECRUIT THE BEST CANDIDATE 1ST TIME, EVERYTIME!'

A successful appointment is an investment in the present and future of the company; a poor one will result in much waste of time, money and human resources and a lower level of effectiveness for the company. Using some examples I will show how it is possible to evaluate applicants for positions within your organisation.

PRAB CHADHAR - 'THE SECRET FORMULA FOR SOCIAL MEDIA SUCCESS'

In today's market place, harnessing the power of social media is a must if you want to grow your business and grow your brand. With this in mind in this session Prab will be sharing some of his experience when it comes to entrepreneurs looking to expand their social media presence for their business.