



Personal-Assistant-Tips Training

Event Management & Party Planning Techniques For PAs

2012 COURSE BROCHURE



Call: +44 845 862 2687

1-day intermediate-level course

Increasing PA know-how



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COURSE HIGHLIGHTS

- How to source suppliers
- How to write a sponsorship request
- How to influence management
- Practical win-win negotiation
- How to quickly set-up a mini-website
- Planning events using timelines
- Tip & strategies for party planning
- Free membership of the PA Mentoring Club

TESTIMONIAL

"Marguerita was excellent in her delivery, listened well to responses from the group and provided some really helpful websites. Found the course challenging and enjoyed the pace. It was very useful in terms of a networking exercise."

Joan, Personal Assistant, London

2012 PUBLIC WORKSHOPS

London

Wednesday, 18th April

London

Wednesday, 11th July

London

Tuesday, 13th November

EVENT MANAGEMENT & PARTY PLANNING TECHNIQUES FOR PAs

➤ The Aims of This Course

Event management is a skills-set that is becoming increasingly essential for PAs as they are required to become more and more versatile in the modern PA role. This intermediate-level 1-day course takes a practical look at strategies for event management and party planning. PAs often identify project management as the skills-set that is most in need of development, and as such this course tackles topics such as: questions you should always ask caterers; how to write an effective and persuasive sponsorship request, how to plan an event using a timeline, and how to quickly create a mini-website to organise information and promote your event.

➤ In-house Training

This workshop can be delivered in-house to teams of PAs, EAs and Administrators as tailored training, either in the UK or overseas. Tailored training can address the particular needs of PA support staff in your organization and provide an opportunity for them to come together and agree solutions to common problems.

➤ Why You Should Attend

The role of the modern PA is constantly changing and evolving as executives become more self-sufficient at basic tasks like typing their own correspondence. Senior PAs should have managerial level skills that allow them to provide first class assistance to their bosses and remain effective in the workplace. Event management is a skills-set that every PA should possess and it has been identified as the area PAs are most eager to develop.

➤ Who Should Attend

Personal Assistants, Executive Assistants, Personal Secretaries, Administrators, Office Managers, Event Planners

➤ Pre-workshop Questionnaire

Delegates are required to complete a pre-workshop questionnaire to assess their needs and identify their expectations.

➤ PA Mentor's Club

Delegates will be entitled to 3 month's free use of the PA Mentor's Club where they can ask questions and receive tips and advice.

ASSESSING THE REAL VALUE OF AN EXECUTIVE PA

A survey of CEOs conducted in 2009 by the Association of Personal Assistants (APA) in conjunction with Monster, TotalJobs and Reed.co.uk found that some executives attribute over 40% of their productivity to their PA. With this in mind, it makes good business sense to ensure that PAs have regular access to relevant PA training because it directly affects the productivity of the team.

DAILY COURSE SCHEDULE

- 0830 Registration & morning coffee
- 0900 Start of workshop
- 1030 Morning refreshments
- 1045 Workshop
- 1215 Networking Lunch
- 1330 Workshop
- 1500 Afternoon refreshments
- 1515 Workshop
- 1645 End of workshop

ABOUT YOUR WORKSHOP FACILITATOR

Your course Facilitator is Marguerita King BSc DipPA. Marguerita is the Managing Director of Personal-Assistant-Tips.com, a resource website that provides advice & useful links for PAs, secretaries and office managers. She is also an APA recommended PA Consultant Mentor and has written a number of best practice articles for the APA's Members' Knowledge Zone. As a former PA with over 25 years experience in public and private sector organizations, Marguerita understands the daily challenges of the PA role and brings a wealth of knowledge to Executive PA training and mentoring. This practical experience led Marguerita to write the "Event Management & Party Planning Techniques For PAs" course, as well as "The Professional Executive PA" career advancement course, and the "Advanced Executive PA Masterclass", which has been delivered in a number of countries across the world.



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EVENT MANAGEMENT & PARTY PLANNING TECHNIQUES FOR PAs (1-Day intermediate-level workshop)

COURSE PROGRAMME

Dealing With Suppliers

- How to evaluate caterers
- Identifying food trends
- How to evaluate venues
- Tips for booking a speaker
- How to deal with VIP entertainers

Getting What You Want From Others

- A practical formula for influencing others
- Writing a proposal to influence management
- The rules of negotiation
- How to conduct a win-win negotiation

Publicity and Funding

- How to write a sponsorship proposal
- Tips for creating an effective flyer for your event
- Online tools for party planning
- How to quickly and simply create a mini-website for your event

Planning an Event

- Tips and strategies for party planning
- Planning an event using a timeline
- Developing creativity in thinking
- Formulas for trouble-shooting problems
- Your party planning folder

PA Mentoring Follow-up

- This course includes 3 month's free membership of the PA Mentoring Club.

Early Bird Price £465
REGISTER NOW AT:
<http://bit.ly/tlp1WC>

STANDARD COURSE PRICE

Standard Price: £499 per delegate (inclusive)

Early Bird Price: £465 per delegate (inclusive)

(Pay at least 15 days in advance to take advantage of our early bird rates.)

WHAT IS INCLUDED IN THE TRAINING COURSE PRICE: The course fee includes the taught workshop, a course workbook, stationery, morning and afternoon refreshments, buffet lunch, 3 month's free membership of the PA Mentor's Club, and any applicable taxes.

TERMS AND CONDITIONS

1. **PAYMENT:** Course fees must be paid in full prior to attending the course. Payment can be made online by credit or debit card via Paypal, via direct bank transfer (BACS), via faxback form, by cheque or by international bankers draft.

2. **TO PAY ONLINE OR BY FAXBACK** type the following URL into your browser and page down to the "CLICK TO REGISTER" button: <http://bit.ly/tlp1WC>. A payment receipt will be generated when successful payment is made. **TO PAY BY CHEQUE, BACS OR INT'L BANKERS DRAFT** request an invoice by sending an email with your billing details to: bookings@personal-assistant-tips.com.

3. **CANCELLATION:** Personal-Assistant-Tips reserves the right to cancel any training course due to low registration or for any other reason, including force majeure, without prior notice and without financial liability. In the event that a training workshop or course is cancelled, delegates can either attend the course at a later scheduled date, transfer to an alternative course, or opt for a full refund. Personal-Assistant-Tips will endeavor to notify delegates of any course cancellations at least five days prior to the course start date. Cancellations made by delegates are subject to the following cancellation terms.

a) Cancellations received more than 30 calendar days prior to the course start date - full refund of course fees paid.

b) Cancellations received 30 to 15 days prior to course start date - 50% of course fees paid.

c) Cancellations received less than 15 calendar days prior to course start date - 100% of course fees paid.

All cancellations must be made in writing via email and sent to: contact@personal-assistant-tips.com. Delegates can send a substitute delegate in their place at no extra cost. No-shows will be charged one hundred percent (100%) of the course fee. Personal-Assistant-Tips reserves the right to change the course venue at any time without liability, and will endeavor to give reasonable notice of such change of venue. Course fees will be reimbursed in full where an alternative venue is not provided.

4. **WARRANTY:** Personal-Assistant-Tips provides training courses and services solely by reference to their description and where permitted by law we exclude all other warranties, express or implied statutory or otherwise from these terms and conditions. Personal-Assistant-tips total liability to you, other than for death or personal injury caused by our negligence or for fraud or where such limitation is prohibited by law, for any losses costs expenses or damages under these terms and conditions shall be limited to the total fees paid or payable by you.

5. **LIABILITY:** Personal-Assistant-Tips cannot be held responsible for the interpretation of course materials or for the actions of delegates or others. Notwithstanding anything contained in this document, each party shall be liable for and hereby releases and indemnifies the other party from and against, any of its own indirect, incidental, special, consequential losses or damages or punitive damages (whether or not foreseeable), including without limitation, damages, losses, lost revenue, lost business, business interruptions, arising out of or related to, the course work, the venue, travel to or from the course, hotel accommodation, any advice given by Personal-Assistant-Tips.com, or anything else whatsoever.

6. **OVERSEAS DELEGATES:** Personal-Assistant-Tips.com is not a college and as such does not carry a Tier 4 Licence to enable student visitor visa assistance; therefore Personal-Assistant-Tips.com cannot be held responsible for delegates' failure to obtain a visa or entry clearance to the UK, nor can Personal-Assistant-Tips.com be held responsible for any consequential losses or damages arising as a result of failure to secure a visa or entry clearance to the United Kingdom.

7. **GOVERNING LAW:** The Laws of England

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Personal-Assistant-Tips Services

- ❖ Public Executive PA Training
- ❖ In-house Executive PA Training
- ❖ Executive PA Mentoring
- ❖ Virtual Executive PA Services

Marguerita King

Managing Director

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