

The **benefits** of attending the **ACES 2008** Conference

- **Examine** key skills for success – making it to the top of your profession
- **Learn** communication styles – relationship building with your manager, colleagues and clients
- **Develop** management skills and moving into management
- **Find out** how to network for success
- **Think** creatively – what to do when you have to 'think outside the box'
- **Understand** multi-tasking/time management
- **Explore** key trends & new roles and technology

For more information on events and sponsorship opportunities: T: 0131 556 1500 F: 0131 556 0005 E: mail@mackayhannah.com

MacKay Hannah, in association with the PA Exchange, is delighted to present the first Annual Executive Secretaries and PA's Conference (ACES 2008) for Scottish administrative professionals.

Our supporters



About MacKay Hannah

Our company focuses on contemporary public policy issues of interest to the public, private and voluntary sectors. Working mainly through conferences, we aim to provide a platform for informed discussion and debate of current issues with senior contributing figures in each policy field.

Sponsorship opportunities

Our conferences provide the ideal platform on which to promote your solutions, launch new products, meet new clients and align your brand with current issues and policy and the people who influence them.

To discuss how we can help raise awareness and promote your brand in your industry please do not hesitate to contact **Angus MacKay** on **0131 202 9813** or amackay@mackayhannah.com

Terms and Conditions

Cancellations must be received in writing by post, fax or email. A 25% administration charge will be applied to any booking cancelled on or before 16TH MAY 2008. No refunds will be given for any cancellation made after 16TH MAY 2008 but substitute delegates are welcome. Cancellation will result in the loss of the early bird discount and our normal cancellation terms will apply to the full rate applicable for each rate level. The views expressed by speakers are representative of their own opinions and cannot in any way be attributed to MacKay Hannah Ltd. MacKay Hannah Ltd takes no responsibility for the actions of delegates which are based on such views and opinions. In the event of speakers being unable to attend, or any other circumstances beyond our control which necessitate change, MacKay Hannah Ltd reserves the right to alter or amend the conference programme or other particulars as appropriate.

Signature

Data Protection

By completing this form you agree to MacKay Hannah Ltd holding and using your details to tell you about any future events that we feel may be of interest to you.

Please confirm that you consent to this by ticking the box.

MacKay Hannah Ltd may also pass on your information to other reputable organisations who we believe may wish to contact you regarding events or services which may be of interest to you.

Please confirm that you consent to this by ticking the box.

Payment required in advance. Please make cheques payable to MacKay Hannah Ltd

FOR OFFICE USE ONLY

Executive Secretaries and PAs in Scotland

First Annual Conference and Award

Awarding and Celebrating Excellence in Scotland **ACES 2008**

Friday 30th May 2008, Hilton Grosvenor Hotel, Edinburgh



Keynote Speaker
Joan Serafini



Celebrity Guest
Jane McCarry

Our supporters



Book online at www.mackayhannah.com or call **0131 556 1500**





Joan is former Private Secretary to a host of Government Ministers in both the UK and Scotland – including former First Ministers Henry McLeish and Jack McConnell and in Westminster, former Industry Minister Allan Stewart MP and Secretary of State for Scotland, Ian Lang. In 2002 Joan set up her own event management company based in Glasgow and at the time, 'Scotland on Sunday' said **"Serafini takes her leave of the First Minister with arguably the best contacts book in Scotland!"**

This unique event is being launched in Scotland especially for Scottish administrative professionals to give them the opportunity to develop their skills, network with peers and build valuable supplier contacts without having to travel further afield. There will also be a special awards presentation for "PA of the Year 2008".

Delegates will hear from top speakers and relevant professionals to explore:

- Key skills for success – making it to the top of your profession
- Communication styles – relationship building with your manager, colleagues and clients
- Management skills and moving into management
- Networking for success
- Thinking creatively – what to do when you have to 'think outside the box'
- Multi-tasking/time management
- Key trends & new roles and technology

To balance the serious business of learning and development there will also be a range of gifts for delegates and the chance to visit supplier exhibits. Of course, Friday wouldn't be complete without a glass of sparkling wine so there will be an opportunity to unwind, network and hear some wit and observations from Jane McCarr, Isa from TV comedy "Still Game" at our post conference reception. As part of our relax and pamper session there will be the chance to enjoy some complimentary treats including massage, wine tasting and style advice.

Top PA Award 2008

We will also be taking the opportunity to recognise and reward excellence in the administrative profession so, over the next few weeks, you will be asked to nominate someone you believe is worthy of being nominated for the "PA of the Year 2008 Award". The awards will be short listed by our keynote speaker, Joan Serafini and delegates will be asked to vote on the day for the PA they consider to be most deserving of the award. The winner, as well as being presented with their award, will also receive a weekend break for two at a Scottish Hilton Hotel and a magnum of champagne.

Executive Secretaries and PAs in Scotland

First Annual Conference and Award : Awarding and Celebrating Excellence in Scotland **ACES 2008**

Our Agenda

For up to date Agenda information, visit www.mackayhannah.com

09:00-10:00	Registration	13:40-14:00	Thinking creatively – what to do when you have to 'think outside the box'
10:00-10:10	Welcome and Chair's Opening Remarks		<ul style="list-style-type: none"> • The importance of creative thinking • Unlocking your creative potential • Creative thinking and career potential
10:10-10:30	Session 1: The Future for Administrative Professionals Keynote Speech Key skills for success – making it to the top of your profession Joan Serafini , Director, Equator Events	14:00-14:10 14:10-14:40	Kenny Harris , Creator of Headsurfing™ Question and Answer Session Refreshments
10:30-10:50	Key trends, new roles and technology	14:40-15:00	Session 4: Working Effectively & Efficiently Multi-tasking and time management
10:50-11:00	• Understanding how new technology can help you		• If you can't measure it, you can't manage it
11:00-11:30	• How is the role of the PA evolving? • What will the future trends be? Speaker , Tbc	15:00-15:20	• Imposing discipline on your workload • Deciding if it is Important or urgent Speaker , Tbc
11:30-11:50	Session 2: Personal Communication Communication styles – relationship building with your manager, colleagues and clients	15:20-15:30 15:30-15:40	Public Affairs for PAs
11:50-12:10	• How to rapidly build a rapport with colleagues • Understanding how you and others communicate • Developing your ability to make yourself understood first time Dawn Flockhart , NLP Trainer and Master Practitioner, Brain Train Academy	15:40-16:00 16:00-16:30 16:30-18:30	<ul style="list-style-type: none"> • Maintaining awareness of your operating environment • Accentuate your positives: connectivity, creativity, resourcefulness • Social responsibility, volunteering and community engagement Kirsty Regan , Director, News Direct Question and Answer Session Chair's Closing Remarks
12:10-12:20	Networking for success		Scottish PA of the Year – live vote and award
12:20-13:20	• Why networking matters and how it works • How you can improve your networking skills • Building effective networks Speaker , Tbc		Post conference reception with Jane McCarr (Isa from "Still Game" and Granny Murray from CBeebies) Relax and pamper – including: Wine tasting sessions – provided by TM Robertson Wine Cellars with Bodegas Valdemar wines Massage – provided by On-Site Relaxation Facials – provided by On-Site Relaxation Make-up service – provided by On-Site Relaxation Colour consultation – provided by Fashion Pixie Style advice – provided by Fashion Pixie <small>(Some of these options will also be available during the day's refreshment breaks)</small>
13:20-13:40	Session 3: Personal & Career Development Management skills and moving into management		
	• Playing a role in the senior management team • Transition to management • Key management skills Lynda Gauld , Director, Baccus Consulting Ltd		

Nominations for PA of the Year Award 2008

Who can enter?

The award is open to all Executive Secretaries, PA's and office professionals working in Scotland. You can nominate a colleague or yourself. We'd like to hear from as wide a range of entrants as possible and nominations should include brief examples of outstanding and effective working.

It's simple – Entry is free, just go to the MacKay Hannah website www.mackayhannah.com and download a nomination form. In no more than 200 words, explain why your nominee should be short listed and get the nomination form to us by no later than the 16th of May.

Key skills areas for nominees

Your nomination should give evidence of outstanding achievement in one or more of these categories:

1. Dedication
2. Excellence in field
3. Professional approach
4. Effective partnership working
5. Efficiency and organisation
6. Outstanding communication skills

What happens next?

Nominations will be short listed by our keynote speaker, Joan Serafini. Delegates attending the event will be asked to participate in a live electronic vote on the day for the person they consider to be most deserving of the award.

Advice

If you would like advice or assistance, please call Lauren on 0131 556 1500 or email lblair@mackayhannah.com

Booking form: **ACES 2008** Booking also available online at www.mackayhannah.com

Name

Organisation

Designation

Telephone Fax

Address

Postcode

E-mail

Special Requirements

Delegate Fees (Please tick the applicable rate)

Private Sector Organisations:

£240 + VAT (£282.00)

Public Sector Organisations:

£170 + VAT (£199.75)

Voluntary Sector Organisations and Registered Charities:

£120 + VAT (£141.00)

A 10% discounted rate will apply to all PA Exchange Members

Team Discount: Organisations booking more than 2 delegates receive a 50% discount for every 3rd delegate. Please email us for a team booking form at mail@mackayhannah.com. Offer not applicable to supported rates.