



British Airways to sponsor Style Icon Keynote at office* 2011

New exhibitor British Airways plans to make the perfect first impression when it makes its debut at office* 2011 by sponsoring a free Keynote from renowned personal stylist, and Style Icon founder, Natalie Robinson.

“Since office* coincides with London Fashion week, British Airways has invited fashion expert Natalie Robinson to advise office* visitors on how to ‘Dress to Impress’,” says Beyza Aydin, British Airways’ campaign project manager of UK&I sales & marketing.

Known for styling and consulting high-profile celebrities and high net-worth clients, Robinson will share her wealth of fashion industry experience in this exclusive session, which is aimed at busy office professionals looking for inspiration on what wear to make a lasting first impression. This highly-anticipated session will start at 2.15pm on Friday 16 September, the second day of the two day show for PAs, EAs, office managers and top-level office support staff, at London’s Earls Court.

In addition to her appearance on the Keynote stage, Robinson will also be providing mini fashion consultations in British Airways’ Stylist Lounge on their stand at the show. Attendees will have the opportunity to try out various summer accessories, plus have a snap-shot taken of themselves at the fashion capitals of the world using the very latest photographic technology from Fantasy Imaging.

“Both Style Icon and Fantasy Imaging are on the British Airways stand to showcase our commitment to small and medium sized businesses through our On Business Programme, a global loyalty scheme designed to maximise travel budgets. Companies can make their travel budgets go further by earning On Business Points on every qualifying flight and then redeeming them against upgrades, reward flights and hotel accommodation. The British Airways sales team will be at the stand to promote the On Business Programme, plus we’ll also be distributing a 10% discount voucher to all visitors, which can be used towards their next British Airways flight,” continues Aydin.

New exhibitors also confirmed for the show include business travel management specialists Reed & Mackay; luxury British fashion house L.K.Bennett, St Ermin’s Hotel; First Great Western; Keith Prowse, official hospitality provider to Wimbledon; Paramount Restaurants, whose brands include Parisian-style brasserie Chez Gérard and the Italian Bertorelli chain; Pukka Pads; Pouringpounds.com; Church House Conference Centre in Westminster; the Cotswold’s Old Swan & Minster Mill, recently named number six on the Sunday Times Travel’s ‘Top 15 Best New British Pubs With Rooms’ list; and leading serviced office provider MWB Business Exchange.

Rob Strachan, marketing director of MWB Business Exchange, says: “At MWB Business Exchange, we’re very much looking forward to being involved with office* for the first time this year. We recognise the vital importance of PAs, Office Managers and other support staff, who are often the people that really make things happen! As London’s largest provider of flexible business space, we can take the stress out of booking meeting, training or office space. We felt that office* would be the ideal way of meeting a wide range of key decision makers, engaging with them and developing long term relationships.”

“This show is a real must for the newly transformed St Ermin’s Hotel. We’ve just reopened following extensive work restoring this grande dame of London hotels back to her original splendour but adding the very latest meetings and conference technologies to the fifteen meeting rooms, a really contemporary English country house feel to the entire hotel, and one of the most dramatic ballroom and balcony spaces in town,” says Rebecca Weber, director of the hotel’s local corporate & government sales.

“As the cashback website for PAs we are very excited to exhibit at office* 2011. We attended the show last year as visitors and our experience was fantastic! Pouring Pounds offers PAs and office administrators cashback across their usual corporate purchasing. We hope to meet individuals responsible for corporate spending and look forward to discussing our value proposition with them,” says Swati Bhargava, the website’s co-founder.

“Church House Conference Centre will be exhibiting at office* for the first time this year as part of our strategic plan to increase our corporate business. The show is at an ideal time of the year and offers direct access to the all-important secretary/PA, who has such a strong influence in the decision making process,” says the venue’s business development executive, Brad Coulson.

office* is aimed at meeting the business needs and aspirations of today’s modern office professionals. It is free to attend for pre-registered visitors (please use priority code OFF11111). For further information, please visit www.officeshow.co.uk.

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office is a results focused event which aims to bring Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.*

VISITOR INFORMATION:

*Admission: Free to pre-registered visitors, £20 on-the-door
Location: Brompton Hall, Earls Court, London SW5 9TA
Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00*

www.officeshow.co.uk

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Members of the media can reserve press passes to office by contacting Emma-Louise Jones at ejones@divcom.co.uk.*

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