



## UK's office\* show featured on the BBC World Service's Business Daily programme!

office\* – the UK's leading event dedicated to meeting the business, training and networking needs of Britain's office professionals, recently featured on the BBC World Service's Business Daily in a special on 'Personal Assistants'. The office\* show provided a vibrant backdrop for the 18-minute radio broadcast, which aired on 27 December 2011, and sought to examine the role and importance of the PA in the modern workplace.

Recorded live on the second day of office\* 2011, Friday 16 September, Business Daily's host Justin Rowlatt interviews event organiser Diversified Business Communications UK's managing director Carsten Holm before stepping out on to the show floor to enjoy the sights and sounds of the office\* experience for himself.

Commenting on the broadcast, Holm says: "Business Daily is renowned for its coverage of global business issues and trends, so we were delighted that they chose office\* to host such an important broadcast. Last year's office\* saw the launch of the UK's first National PA Day, which aimed to highlight the increasing significance that office professionals play in helping to keep Britain's offices working. Now, with the help of this broadcast and the launch of new Diversified office\* events in Washington DC, Toronto, Sydney and Melbourne later this year, we are doing everything we can to make sure the broader world knows that PAs are some of the most important – and powerful – people in business today!"

Business Daily broadcasts on the BBC World Service's English radio network, and has a total weekly worldwide reach of 43 million (source: World Service annual audience estimate July 2011). The 'Personal Assistants' Business Daily special, features interviews with office\* show visitors and exhibitors, including Fortnum and Mason, Pukka Pads, and murodigital, plus popular seminar speaker Sue France, UK National Chairman for EUMA (European Management Assistants), and is available via the BBC's iPlayer at <http://www.bbc.co.uk/iplayer/console/po0mc59l> or as a podcast until 25 January 2012 at <http://www.bbc.co.uk/podcasts/series/bizdaily#playepisode8>.

The third edition of office\*, which is expected to achieve a 25% growth in attendees for 2012, will take place on 12-13 September at the new venue of London's Olympia. Combining a comprehensive training and development conference with a major trade exhibition, last year's event saw 165 plus exhibitors joined by over 3,675 PAs, EAs, office managers and senior administrators from thousands of different organisations from all across the country.

New additions to the office\* 2012 line-up include new exhibitors OfficeXpress; Starwood Hotels and Resorts; Plustek, one of the world's leading image solution providers; Yorkshire-based Ridding Park Hotel and Spa; and Baby Bloom. They join returning exhibitors Magic Whiteboard; House of Fraser; Avery Dennison Office Products; RTG Radio Taxis Group; Global Office Supplies; Mitsubishi Pencil Co UK; Keith Prowse; Hemsley Fraser Group; LTT Vending Group; RWS Translations Ltd; Brother UK; The Westminster Collection; Events Insurance Services; Hays Specialist Recruitment, Reed Learning, and many more.

For further information, please visit [www.officeshow.co.uk](http://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.*

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*Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office\*, Diversified UK also organises Natural & Organic Products Europe, lunch!, the Independent Health Store Conference, camexpo and the Service Desk & IT Support Show. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.*

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