

PA OF THE YEAR AWARDS

From coffee maker to confidante, the life of a busy PA is exceptional in many ways but common in one aspect with so many Personal Assistant's existing as unsung heroes! In an attempt to highlight this pivotal yet oftentimes unacknowledged role, Smart Group Recruitment Solutions, in conjunction with 2CR FM, are sponsoring the inaugural 'PA of the Year Awards' in association with PA magazine.

The first of its kind, these awards aim to shine the light on PA's from across the region. Anyone can nominate a PA they think worthy of the award, which includes a prize to the value of £500 in vouchers for the winner. Nomination forms are available from reception at any of Smart Group's 4 branches, which are located in Poole, Bournemouth, Christchurch and Dorchester.

Pivotal in any company's success is the role carried out by the Chairman's Personal Assistant. Like bricks and mortar the role of the PA complements and strengthens that of the MD or CEO of any given organisation. There is no such thing as a typical day in the life of a PA but the skills base required to perform this diverse role is extensive as Smart Group are very aware.

"The PA role is one that requires an extensive and wide skills base, including people skills, organisational skills, confidentiality, adaptability and a proactive attitude, all of which are essential for the successful PA. Smart have a significant pool of candidates with these skills, who can quickly be resourced from the Smart Database, which is networked across Smart's four Dorset branches. This extensive candidate base of PA's, both permanent and temporary, has given us the opportunity to be joint sole supplier to Borough of Poole and a provider of secretaries to companies across the region, " states Helen Stacey, Director of Smart Group. "This award is aimed at giving special recognition to the often un-heralded role of the PA. We are expecting a significant number of entries from across the region and anticipate quantity as well as quality applicants. There is no entry fee and we would encourage people to enter anyone they think worthy of recognition as the best in their field from across the region," comments Helen Stacey, Director of Smart Group.

As well as being available at any of Smart Group's 4 branches, entry forms for the PA of the Year Awards are also available from 2CR FM's website www.musicradio.co.uk or from PA magazine. Deadline for entries is 15th October 2004 and an awards lunch will be held on the 22nd October for short listed entries and their nominees at the Anglo Swiss Hotel where Helen Stacey, Director of Smart Group, will be on the judging panel.

~ENDS~



Caption: - From left to Right -
Lauren Riddle - Branch Administrator, Poole branch,
Katya Benedetto - Account Co-ordinator, Christchurch Branch,
Helen Stacey, Director
Sarah Hanson - Sales Development Executive, Bournemouth branch.

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