

## **Smart Recruitment Celebrate Success of PA Awards**

Businesses from across the south coast recently gathered for the celebrated PA of the Year Awards sponsored by Smart Group Recruitment Solutions and 2CR FM. The event was a gala affair held at the prestigious Langtry Manor Hotel, in Bournemouth where over 30 PA's and their nominees enjoyed a 3-course luncheon, hosted by Graham Mack of 2CR FM.

Helen Stacey, Director of Smart Recruitment commented, "This is the second year we have held the awards and we are delighted to have received even more entries than last year. For many organisations the most valuable resource is executive performance and the PA takes most of the responsibility for the organisation and co-ordination of an office. The role of the PA has greatly evolved, with technology leading PA's and Secretaries to assume a wider range of new responsibilities once reserved for managerial staff. A good PA makes an enormous contribution to the effectiveness of the business and requires numerous professional skills to be successful in their role. Our objective with these awards is to put the spotlight on the PA to celebrate this pivotal but oftentimes uncelebrated role."

The stories which repeatedly came out from the entry forms supplied were truly awe inspiring and in some cases very touching. The worthy winner was Emma Barker-Knott of Protex (UK) Sales Ltd who won £250 of 'Comfort Zone' vouchers from the beauty salon in Moordown to enjoy some serious 'me' time.

Helen continues, "Emma truly deserved to win this year. She clearly gives her heart and soul to the job, most significantly looking after her bosses four children in order that he didn't have to cancel an anniversary trip to Dubai with his wife. Let down by their nanny at the last moment, the couple faced the disappointment of having to cancel their trip – until Emma stepped in and offered to help. Emma would work in her PA role until it was time to pick the children up from school! This really does demonstrate an unmatched dedication. Emma also frequently puts in unpaid overtime and is regularly the first in the office and the last to leave."

The Awards were a great success with over 80 people enjoying a sumptuous lunch and taking time to reflect on the incredible dedication given by unsung PA's to so many Dorset Businesses.

Itself a successful Dorset Business, as a result of continued expansion Smart Recruitment now service a catchment area which encompasses all corners of Dorset, with Weymouth in

the West to Southampton in the East and now, with a new office in Yeovil, Smart Recruitment is servicing an even wider geographical area to include Yeovil and surrounding areas of the Somerset region. With turnover in excess of £10 million the Smart story has certainly been successful since it's launch in 1999, with the Management Team having reached the finals for Best Management Team in this years Dorset Business Awards for which the results will be announced in December.

**-ENDS-**



**Caption:** - From L to R, Helen Stacey, Director of Smart Recruitment, with PA of the year winner, Emma Barker-Knott, and breakfast DJ Graham Mack of 2CR FM who co-sponsored the awards.

**For further information, please contact: -**

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**November 200**