



todayspa.co.uk

5 Day Academy

Multi Award - Winning  
PA Training



# Multi award-winning training for today's PAs, EAs and office professionals



Awarded  
**"Best PA  
 Training  
 Provider"**  
 in the UK in

2014 2015

2016

and

2017



This course is amazing! I was not expecting the content that was delivered... I can't believe that there is not more training like this. I have never been on any other training course where I have learnt as much as I did today. This training is revolutionary!"

Gemma Jones – Network Rail



Course was above, beyond my expectations. never attended a course that was as high energy and informative."

Gillian Craig – William Grant & Sons



Our delegates work in

over  
**80**

countries  
 around the  
 world



One of the best courses I have attended. Content which was delivered will completely change the way in which I have previously worked. You have saved me hours of my time by showing me in just a few steps!"

Hayley – Revival Group





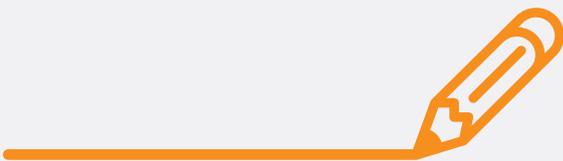
I developed Today's PA with a clear vision: to take my own experiences as a PA, Office Manager and business director, and create training courses to meet the real-world needs and aspirations of today's office professionals. I can promise that your organisation's investment in **Today's PA 5 Day Academy** will pay dividends.

Our courses and workshops are designed to engage and entertain, as well as inform – we promise to make the duller subjects interesting! Equipped with new knowledge and skills, your working life will become easier and more successful – and enjoyable – than you could ever imagine.

It's not always easy to justify a week out of the office, but I can guarantee you'll be glad you made the commitment – and so will your manager!

I look forward to meeting you.

**PAul Pennant**  
Managing Director and Lead Trainer



“

I have just realised that it is 10 years this summer since I attended the course! I have found the things I learnt then invaluable in my career ever since and have helped other people too by showing them things I learnt on the course. Thank you – it really was the best course I have ever attended.”

*Debbie Kean – Software Cloud Ltd*

“

I just wanted to thank you for providing such a stimulating and thought-provoking course. I will certainly be implementing the tips and suggestions just as soon as I can. I returned to the office today with renewed vigour and cannot wait for the positive changes to start happening. You're one smart cookie – keep doing what you're doing, only good things can happen by taking the Today's PA training and I, for one, will spread the word!”

*Hayley North – Microsoft*

# About Today's PA 5 Day Academy

Today's PA 5 Day Academy is our flagship PA course, held in Central London five times a year: March, May, August, October, and December. We understand that it can be difficult to justify a full week away from the office, but our flexible option means that if you're unable to attend five days in a row, you can simply book the course, and then spread your training days throughout the year. And if you're not sure you need all five days, just select the combination that suits you best.

Today's PA 5 Day Academy is designed for PAs and office professionals who want to excel in their roles. It's where they become the executive assistant their boss needs, discovering how to work effectively with their managers to achieve strategic business objectives. Because Today's PA 5 Day Academy is so comprehensive, delegates also learn how to become truly valued, and gain the recognition and rewards they deserve. We also concentrate on helping PAs to embrace the advances in office technology to increase productivity, stay organised, save time, and achieve a greater life/work balance.

## Quick Summary

In five days, Today's PA 5 Day Academy covers the following elements:

- Day 1 ● The Assertive PA
- Day 2 ● Microsoft Outlook Masterclass
- Day 3 ● Microsoft Word, PowerPoint and Excel Masterclass
- Day 4 ● Managing Successful Projects and Events
- Day 5 ● Minute Writing Made Simple



Today's PA Academy was the best thing I have done in 20 years as a PA. He is an excellent trainer who will certainly reap rewards for any company that uses him."

Ginny Mackay – *The Potter Group*

## Post-course Support

Once the course is over, we don't just wave you goodbye and close the door. When you leave, you take with you our ongoing commitment to your success, which includes:

- ★ Free membership of the Today's PA network
- ★ Email support from a nationwide network of experienced PAs
- ★ A platform to voice your opinions through our regular email newsletter
- ★ Professional help and information just a phone call away
- ★ Ongoing help with time-saving tips to make your day easier
- ★ 'Hot tips' weekly newsletter to keep you up to date with the latest advice and info on new courses



I cannot praise this course enough, very informative – a real eye opener to what you can do to be more productive. I already feel like a better PA just by the knowledge I have gained."

Laura Holman – *MTU UK Ltd*

# Day 1 ★ The Assertive PA

Handouts:  
100+ pages

This day involves building up your self-esteem and sense of self-worth. You will begin to see yourself not just as the assistant to an important person but as an extension of that person's management style and vision.

“Accomplishing the impossible means only that the boss will add it to your regular duties”

- Doug Larson

As a PA, there are times when you 'plough a lonely furrow'. Your position is unique: you may work closely with, and have the ear of someone senior and influential in your organisation, yet you occupy a relatively junior place in the hierarchy. The orbit in which you move makes colleagues keep their distance and be on their guard about what they say in your presence in case it gets back to your manager, possibly to their detriment. So it's hard to establish the friendly interpersonal relationships that allow colleagues to work together effectively.

It's a bit like being a royal consort – all the glory, but no power. Sometimes, however, you need some of that power to rub off on you, because today's senior executive expects you to be able to act as a proxy and delegate accordingly.

Assertiveness is about letting others know what you do and do not want in a confident and direct way.

These days, today's PA needs to be more of an executive associate. We will help you acquire the confidence and assertiveness to be the assistant your manager needs. As a result, you will begin to share their 'big picture' outlook, and will feel much more comfortable asking colleagues to carry out tasks in line with your organisation's objectives. Other major elements covered include:

- ★ Defining your role
- ★ Being more assertive
- ★ Guilt-free strategies for saying 'no'
- ★ Managing your manager/s
- ★ Diplomacy and confidentiality
- ★ Listening skills
- ★ Handling interruptions
- ★ Managing stress
- ★ Managing your time
- ★ Creating filing systems

“

I walked out feeling more confident, empowered, motivated, competent and less stressed than I have ever felt. I could not wait to get into the office.”

Joanne Mayes – *Pharmorphix*

“

I meant to write to let you know that I'm putting into practice lots of the skills I learnt on your course, mostly around behaviours and I feel much more in control without upsetting anyone. So much so that I have been asked to apply for the deputy managers post (additional duties and more money). My confidence is sky high and I have used the 'No' word - extremely good.”

Helen Smart – *Honda*

# Day 2 ★ Microsoft Outlook Masterclass



(MS Office versions: 2007, 2010, 2013 and 2016)

Over the years, Microsoft Outlook has grown in sophistication and refinement, and is now your mature, fully-fledged assistant. Learning to exploit its capabilities means you can simplify and automate routine office tasks that until now have been tediously manual (or just impossible). Our Outlook Masterclass is designed to help you do this. In our experience, delegates save an hour every day using our Outlook tips. That's five or more hours a week – over half a day given back to you to do other things!

## With MS Outlook you can:

**Save information from emails straight into contacts, appointments, and tasks - with just a click of a mouse.** Instead of toggling between emails and contacts, copying and pasting snippets of information, we'll show you how to add a new contact in less than two seconds! You won't believe how much time this will save you.

**Carry out mail merges to email, just as you do with Word.** Send personalised emails to hundreds of people from a single email message. After this course, there'll be no more anonymous 'Dear All' emails with the recipients dumped in BCC!

**Manage projects with Outlook Tasks.** Keep track of, and prioritise your projects and to-do lists by using the Tasks function to track EVERY task seamlessly. This session often leaves delegates literally speechless!

**Personalise your diary, and run your manager's at the same time.** Outlook provides a beautifully clear and simple way to view multiple calendars and dates - hands-free!

**Colour code your inbox.** Colour code your incoming messages so you can see at a glance when your manager emails you.

**Email templates.** Send out standard emails with just a few quick keystrokes.

**Colour your Calendar.** Learn how to colour each appointment automatically without using categories.

**Voting buttons.** A brilliant function when you need to send standard replies.

**Create rules to automate Outlook.** Discover how to create rules to divert CC'd emails into a separate folder, automatically print certain messages, and make sure you never forget an attachment ever again!

## Free Tips:

- ★ Pull an email into your contacts to create a new business card.
- ★ Press Insert button to flag your emails.
- ★ Press Ctrl and Enter to send your email straight away.

# Day 2 ★ Microsoft Outlook Masterclass



(MS Office versions: 2007, 2010, 2013 and 2016)

“

Thoroughly enjoyed the course – best trainer I’ve ever had. Lots of tips & tricks to make my life a lot easier.”

Anne - Marie Chin – JLL

“

Thank you again for all your wonderful tips on Outlook and Tasks. I have now cleared down all my emails and have my emails and tasks bar side by side. I can’t tell you what a difference it makes to my productivity.”

Paula Simpson – SCOR



“

I used Outlook before attending the course, but was taught advanced Outlook skills, which have helped me enormously, and basically finding tasks that I felt overburdened with before, so much easier to action and clear from my desk.”

Jasmine Cleathero – MOD

“

Well I am nearly 1 week in with the new boss, and the assertiveness and the tips we learnt are certainly helping. Everything is made into a Task, and is categorized – making my inbox look great (over 2000 emails have been sorted out, I now have no more than 6 in my inbox).”

Natalie Greenwood – McLaren Group Limited

“

I never realised that Outlook could change the way I worked so significantly and save me so much time and effort. If you do one course this year make it Outlook – you will never look back!”

Helen Wetton – AHDB

# Day 3 ★ Word, PowerPoint and Excel Masterclass

Handouts: 850 time saving tips  
within  
100+ pages

(MS Office versions: 2007,  
2010, 2013 and 2016)

This Time Management course focuses on using Microsoft Excel, Word and PowerPoint to save you time. As with all computer-based office tools, we tend to use familiar features and functions and ignore the rest. You will learn how to really use these effectively to produce amazing professional documents, spreadsheets and presentations, and with the use of our breath-taking shortcuts, it needn't take you hours!

## PowerPoint with a PASSion

Many office professionals use Microsoft PowerPoint regularly, but few use this program to its full potential. It has so many useful shortcuts, designed to make your life easier.

For example, instead of struggling to line up objects in a slideshow, press shift + F9. This will display gridlines to help you align your images perfectly.

### What else will you learn on the day?

- ★ Working with slides and text
- ★ Formatting your slide
- ★ Making all images the same size with two clicks
- ★ Animation and sound
- ★ How to make your screen black by pressing just one button
- ★ Insert new slides with two keys
- ★ How to draw on top of your slides during your presentation
- ★ Every shortcut you will ever need – and more

## Taking the fear out of Excel

Many office professionals have a fear of using Microsoft Excel. However, this program is not just a useful tool for accountants and actuaries!

Have you ever struggled to come up with just the right formula for your work? Next time press shift + F3 and ask Excel what you want it to do.

Want to create a chart instantaneously? Select your data and press F11.



### You will also learn:

- ★ The absolute basics
- ★ Formatting and working with workbooks
- ★ Handling a cell
- ★ Moving around cells
- ★ Printing
- ★ Formulas
- ★ Charts and tables
- ★ Every shortcut you will ever need – and more

# Day 3 ★ Word, PowerPoint and Excel Masterclass

Handouts: 850 time saving tips  
within  
100+ pages

(MS Office versions: 2007,  
2010, 2013 and 2016)

## Working with Word

Most people go to their ribbon (or toolbar) to increase the size of their font. If you highlight your text and press Ctrl + [ or Ctrl + ] your font size will decrease/increase.

**Ctrl +**

During this session, we will also cover:

- ★ Customising your toolbar or ribbon
- ★ Changing your font with two keys
- ★ Advanced use of autocorrect
- ★ Personalising bullets
- ★ Line spacing shortcut
- ★ Mail merge
- ★ Every shortcut you will ever need – and more

### Tip:

The quick way to check your Word document for spelling and grammar is by pressing F7.

**F7**

“

This course gave me the confidence to tackle Excel and the feeling that I can speak the Excel language!”

Emma Stickland – *Lloyd's Register*

“

Great course, much better than previous courses attended. Paul – fab trainer. Thought listening all day with no “hands on” would be a long day – totally wrong – had a great day. Thanks Paul!”

Liz McLeod – *William Grant & Sons Ltd*

“

I really enjoyed the course and thought it was very thorough and spot on and the trainer was very knowledgeable and informative and very funny. We need time to digest and put it into practice in order to make it all worthwhile. It was a real breath of fresh air and very beneficial – we need more of the same.

Jean Wilson – *BT Group plc*

“

It has been great, especially the Word session today – especially things with regards to the setup and formatting: footers, different formats in same file, quick tools, etc. Already using some of it and made myself a nice template.”

Jane – *Tate & Lyle*

# Day 4 ★ Managing Successful Projects and Events

Today's PA's duties do not start and end with looking after the boss's calendar. Top PAs are now taking on more and more responsibilities including managing projects and organising events. On Day 4, we take you through a project life cycle and show you how to make it a shining success, earning you praise and gratitude from your boss, and respect and admiration from your colleagues.

Isn't it funny how what seemed to be a simple task (at least to your boss) can easily turn into a more complex project, gobbling up your time, as well as resources? If you want to be more effective in managing your projects, to feel more in control of team members and deadline dates, or get the best from your project planning tools, then this course is for you!

**"By failing to prepare you are preparing to fail."  
- Benjamin Franklin**

During the first part of the day, your trainer will take you through the project management process:

- ★ Project specification – defining aims, scope, objectives, stakeholders and risks
- ★ Detailed task analysis
- ★ Project schedule
- ★ Resource planning
- ★ Budget planning
- ★ Risk analysis and contingency planning
- ★ Communication plan

We will provide you with comprehensive checklists and other useful materials to turn the process of managing a project or organising an event into a simple task.



The course was very informative and has helped me to ensure I run my events more efficiently! Thank you!"

Tim Swaby – *Hilton Worldwide*

The second half of the day is dedicated to managing successful events. Every event is a project of its own, and by this stage you will already have a clear picture of the main steps you need to take to make the whole process run smoothly. The afternoon will cover some specifics of organising events:

- ★ Different types of events
- ★ Describing target audiences
- ★ Setting clear goals
- ★ Choosing the best time and venue for your event
- ★ Tips on saving money and negotiating with suppliers
- ★ Reaching your target audience and marketing your event



I have attended a few of the Today's PA courses, and they have been the most valuable training courses I have been on! Paul's team offer a first class service and I would recommend to anyone looking to develop their skills to get in contact with Today's PA."

Gillian Lindsay – *ACCA Global*

No PA considers minute taking to be pleasurable, but it has to be done – and done well. Not everyone working at PA level has come via the traditional route, which means that if you don't take shorthand, it can be difficult to keep up with what's being said. If it's also a less-than-interesting meeting, it can be hard to maintain your focus so you don't miss anything. And then, when the meeting is over, it all has to be typed up and circulated – about as much fun as watching paint dry.

“Meetings are where minutes are taken and hours are wasted.” - James Kirk

You might find it hard to believe that we can make this job enjoyable, but after our course, you'll know how to write minutes that are beyond reproach – and even enjoy doing so!



**Condense your minutes down to the essentials without losing the flow of the meeting.** Different audiences have different needs and expectations. A CEO may only want an executive summary, while a project team may need to see the details. We'll show you several methods of filtering your notes so you can zoom in on what needs to be included.

## We will show you how to:

**Enhance your listening skills to ensure you hear all the key points.** Sitting in a meeting and listening is easy enough, but actually hearing what's being said is not just a matter of concentration; it's about filtering the discussion so you can note the significant details. We'll give you tips on effective hearing – with both ears.

**Develop an effective partnership with the Chairperson.** The chairperson manages and directs the meeting, but needs to work in harmony with the minute-taker so that the flow of the meeting is correctly noted. On occasions, this will require assertiveness from you – we will show you how.

**Improve the layout and grammar of your minutes for greater clarity.** Research suggests that 16% of the adult population has literacy problems. We're not suggesting this includes you, but today's organisations can no longer assume that employees come to them fully-equipped to write grammatical English. If help is needed with the basics, we will provide it.

**Maintain your concentration during the meeting, regardless of subject.** This is a tough one, especially if you're not directly involved or familiar with the subject of the meeting. You may not even understand the terminology. Relax: our special techniques for improving concentration will help you breeze through the meeting – without dozing off!

**Improve your note taking with a variety of methods to suit your style.** In an ideal world, you would write up the minutes straight after the meeting. In practice, it could be a couple of days before you get round to it. By that time, the meaning of some cryptic comment with arrows pointing to a doodled diagram may have evaporated. We'll show you several note-taking methods to make such nightmares a thing of the past.

**Deal with technical jargon to make your notes meaningful.** Where the meeting includes a lot of technical jargon and detail, it's easy to lose track. There are ways around this problem, however, so even if you're a complete technophobe we'll make sure you're covered in glory when your minutes are circulated.

“

Minute writing made simple was a fun, innovative course that made sense and was packed with practical tips and best practice. The trainer has a wealth of knowledge and was well versed in his field. I would definitely recommend this event and would like to go on future events run by this trainer.”

Elizabeth Palmer – *City & Guilds*

“

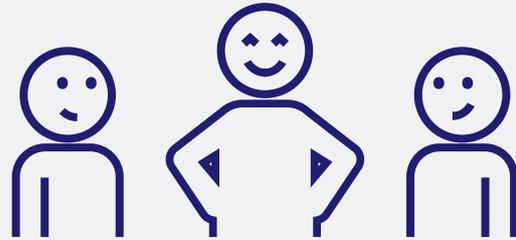
“Thought I'd share with you comments from my bosses about minutes I took and typed up yesterday:- “Though I would say that the only stuff I had to change is detail that you wouldn't have been aware of – and that they are easily some of the best Management Meeting minutes that I have seen. Bloody good job”  
Tash Whitmey, Managing Director”  
I'm really chuffed!!  
So, Paul, your training really worked for me.  
Again THANK YOU!”

Marie Garaccio – *EHS Brann Ltd*

“

I am still trying to put into practice everything I learnt on the minute taking course and I am sure that I will never stop learning new things but I am pleased to say that my boss definitely noticed a marked improvement after I completed the course so thank you.”

Nicola West – *Phyllis Tuckwell Hospice*



“Some people are heroes. And some people jot down notes.” - Terry Pratchett

“

I wanted to say a very big, massive THANK YOU to Paul Pennant. As I may have told you taking minutes left me feeling completely anxious every time I had a board meeting to attend and every time my manager would completely change them thereafter.

Well, on Monday I still felt anxious before the meeting and was trying to prepare by going over the handouts you had given us. In the meeting I felt I was listening more attentively and not trying to take down everything that was said but just a summary of what the topic was about and the actions. So when it came to submitting my minutes which I got back from my manager last night... they were minimal and mean minimal changes made! I mean I had read what I had originally written and not seen something overhauled. You said it with such confidence that we will be taking much better minutes after the course and it bloody well worked!!! I cannot thank you enough and I'm so glad it was money well spent.”

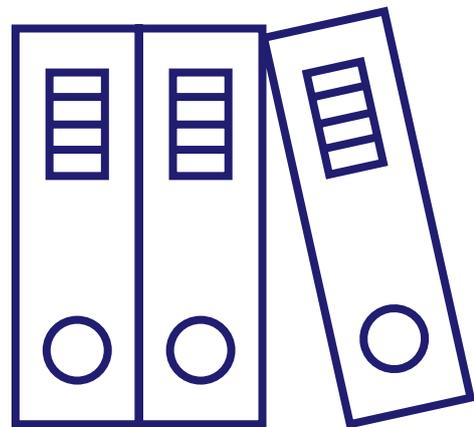
Myrna Davis

# Executive Summary for Managers

Today's PA was named the UK's "Best PA Training Provider" four years running (2014, 2015, 2016 and 2017), having been voted for by thousands of PAs in the pa-assist.com Members' Voice Awards. Our flagship Today's PA 5 Day Academy will change your PA forever, helping them see the 'bigger picture', and transforming the way you work together.

## After this course, your PA will:

- ★ Be more in tune with your business needs
- ★ No longer fear taking the initiative
- ★ Have acquired a range of new skills in time management, minute taking, project and event management
- ★ Be able to use technology to its full potential to become even more organised and efficient
- ★ Return to the office, brimming with confidence, and full of essential hints and tips



## View from the top

We know you value your PA, but don't you sometimes wish they would be a bit more assertive, a bit more in tune with your needs – without having to be prompted? Do you sometimes feel that you could accomplish more if your PA was able to anticipate your wishes? Or come up with ideas to help meet your strategic objectives? Would that improve the effectiveness of your working relationship?

Life at your level is not always easy for PAs. Quite often, they come into the role organically or by accident. Maybe your PA started out as a secretary or an office junior. This isn't necessarily the right formula for the kind of person you need by your side in today's business environment. Even if your organisation is non-commercial, there are unprecedented pressures on it to deliver results and justify its existence to stakeholders.

In five days, the Today's PA 5 Day Academy will provide your PA with the skills they need to achieve what you want and expect from them. That's because, unlike other Personal Assistant courses, this one is designed by experienced, successful PAs, for today's PAs. Your principal trainer, PAul Pennant, has been a highly-successful PA and Office Manager, and is now Managing Director of Today's PA. PAul has a post-graduate degree in Business Studies, and also studied for a Masters in Business Psychology. He specialises in helping PAs get the most out of office technology and is a Certified Microsoft Office Expert.

# Executive Summary for Managers

Your PA is prepared to commit five days of valuable time to become the executive assistant you need. That has to be a worthwhile investment – the organisations below certainly think so.

“

Since Jasmine attended the course, I have been overwhelmed by the difference in her performance from day one. She has helped me achieve my objectives in a calm, effective manner and she does not seem to rush around as before, and is not fazed by any work I require - and she will question me if necessary, which is very refreshing. She has the answers at her finger tips and is in control and business like - I am very impressed that the workshop could have so much effect.”

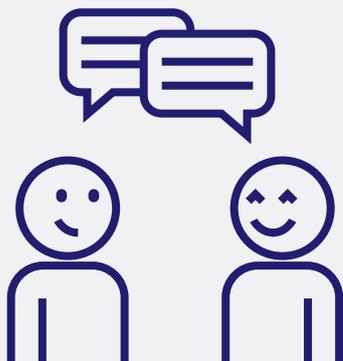
Lt Col Wren – *Chief of Staff*

“

Thank you so much, I really enjoyed the course and have definitely taken a lot from it. My boss and I have sat down and we are keen to start using some of your tips to improve our workloads. I've also been given a copy of his objectives so that we can better work together and give me a better understanding of what he needs to achieve and therefore what my role needs to achieve!

He's definitely keen for us to take advantage of what I learnt on the course to work together more effectively. I also really liked the IT tips, I've put most of them to good use already and am currently adapting to using my tasks rather than notebook – its taking a while to get used to it but it's definitely working!”

Caz McEntree – *Blackrock*



“

The course was obviously very effective as I have noticed an improvement in your overall performance and confidence, even though I never thought either was lacking prior to the course. The ideas provided by the course have proved extremely useful in all areas of your role and of real assistance to me in my role.”

Boss of Naomi Vallance – *GEOS Group*

# HR Perspective

Everyone in an organisation is entitled to pursue personal development. However, it's easy to overlook PAs because they already seem to be at the top of their particular career path. After all, they wouldn't be working as PAs if they weren't already amongst the very best, would they? But it can be very lonely working in such rarefied atmosphere, and PAs sometimes need a little help and support in order to be more effective in their roles.

On the Today's PA 5 Day Academy, we meet many PAs who feel they lack the necessary confidence to succeed in working for a senior decision maker. In some cases, they are actually afraid of failure, and badly need a boost to their self-esteem so they can make the best of their important roles.

The Multi-Award-Winning Today's PA 5 Day Academy will achieve all this and more for your organisation's PAs. If you have six or more interested in attending the course, we offer a free 90 minute 'taster' session to help everyone make up their minds. With budgetary responsibility for training and development, we know how important this is for you, and we're confident you won't be disappointed.

## The 5 Day Academy includes the following modules:

- ★ Protecting the executive from unnecessary interruptions
- ★ Managing the stress of working for a senior decision maker
- ★ Maximising the PA's own effectiveness by being more assertive
- ★ Becoming more than just a secretary
- ★ Balancing the need for discretion with the needs of the organisation
- ★ Making the most of the time available each day
- ★ Coping with more than one boss
- ★ Getting more out of MS Outlook to increase efficiency
- ★ Creating and delivering great presentations with MS PowerPoint
- ★ Mastering MS Word for faster and more efficient performance
- ★ Handling Excel formulas, and mastering charts and graphs
- ★ Organising and managing successful projects and events
- ★ Taking meeting notes and writing up accurate, meaningful minutes



Paul has provided PA/secretarial training to an excellent standard. The training was well received and everyone took something from the courses that they could use immediately and/or pass on to others. I would definitely recommend Paul for your training requirements."

*Alison Mawdsley – Pfizer*



Today we had a brilliant course on Time Management using Outlook. Paul Pennant is an amazing trainer and to deliver to a room of trainers he did an awesome job... Really recommend Paul and company".

*Stuart Sykes – DHL*



## Venue, fee and locations

Please visit [www.todayspa.co.uk](http://www.todayspa.co.uk)



## Timings

Days 1 - 5      9:00 - 17:00

## Discounts on Today's PA 5 Day Academy

We have a range of great savings schemes, designed to help both individual delegates and organisations continue their professional development, and make training budgets go further.



See [www.todayspa.co.uk](http://www.todayspa.co.uk) for more details.

## "Pick and mix" combinations

Today's PA 5 Day Academy is held in Central London five times a year: March, May, August, October, and December. We understand that it can be difficult to justify a full week away from the office, but our flexible option means that if you're unable to attend five days in a row, you can simply book the course and then spread your training days throughout the year. And if you're not sure you need all five days, just select the combination that suits you best.

## Style of Delivery

With five days to impart so much information effectively, we use a variety of training techniques to ensure you retain what you've learnt, and can put it into practice immediately on your return to the office. Providing direct after-course support via email and social networks plays an essential part in this process. The techniques include:

- ★ No PowerPoint!
- ★ No Role Plays
- ★ Our promise to change you
- ★ Comprehensive handouts
- ★ Accelerated learning
- ★ High delegate participation
- ★ Very practically-based
- ★ Real-life examples
- ★ Tutorial instruction
- ★ Case studies
- ★ Group work

## A professional trainer for professional PAs

Your principal trainer, PAul Pennant has been a highly-successful PA and Office Manager, and is now Managing Director of Today's PA. PAul has a post-graduate degree in Business Studies, and also studied for a Masters in Business Psychology. He specialises in helping PAs get the most out of office technology, and he is now a Certified Microsoft Office Expert. His leadership of Today's PA has resulted in the company winning "Best PA Training Provider" four years running (2014, 2015, 2016 and 2017). There are few if any trainers better qualified to deliver and lead this workshop for today's PAs.

## We can boast enviable credentials

- ★ Today's PA has been named as "Best PA Training Provider" in the pa-assist.com Members' Voice Awards four years running (in 2014, 2015, 2016 and 2017). The award is the voice of the PA community around the UK.
- ★ Over 4000 organisations, many of them blue-chip, have sent PAs to be trained successfully by Today's PA.
- ★ Our delegates work in over 80 countries around the world
- ★ PAs fly into the UK from around the world to attend our courses
- ★ Today's PA principal trainer, PAul Pennant is a Certified Microsoft Office Expert
- ★ Today's PA 5 Day Academy is endorsed by The Institute of Administrative Management (IAM)

## We speak at your conference

Few speakers are as motivational and inspirational as PAul Pennant. He will bring a touch of training magic to your conference, and ensure that no-one is nodding off or playing games on their iPhone! PAul has spoken at many conferences in the UK and abroad, and presented seminars at the office\* show, the Meeting Show, OMPA, The PA Hub, local and internal PA networks, to name a few. He is experienced, witty and captivating – just what your delegates need.

## A training course that really scores

All Today's PA delegates are asked to evaluate the course as it finishes. Delegates regularly give us 5 out of 5 – and 1 in 6 have said it's the best course they have ever attended!

## Something for nothing - that's priceless

Once the workshop is over, we don't just wave you goodbye and close the door. When you leave, you take with you our ongoing commitment to your success, including:

- ★ Free membership of the Today's PA network
- ★ Professional help and information - just an email or phone call away
- ★ Weekly newsletters with useful resources and advice
- ★ 'Hot tips' email alerts to keep you up to date with the latest advice and info on new courses
- ★ Invitations to PA events and discounts from our partners
- ★ Special offers for further Today's PA courses and the annual Today's PA Conference

## Questions, questions, questions

When you commit five days of your valuable time to Today's PA 5 Day Academy, we want you to know that we understand and recognise that commitment. We want to do everything we can to ensure that the workshop is thoroughly worthwhile for you. Being properly prepared will play a key part in achieving that success. Indeed, your success is our success.

If you get what we promise from the Academy – and we know you will – we're confident you'll recommend us to peers and colleagues. Just before you attend the course, we would like you to complete a short questionnaire to give us a snapshot of the kind of person and PA you are, how you became a PA, your issues and frustrations, hopes and ambitions.

When you arrive, you'll be able to feel that you're among friends who understand you – and you are, because your trainers and course designers have all been where you are now. Doesn't that give you a warm, fuzzy feeling?

## In-house bespoke training

If you can't make it to one of our venues, don't despair – why not let us come to you? There are many good reasons for keeping the course in-house: it makes for greater efficiency, and ensures everything is focussed on your organisation. The course can be tailored to your organisation's specific needs, to perfectly align with its culture and values. Your PAs can also network and share their experiences of the course, thus strengthening the PA role within your organisation. Contact us to discuss your training needs.

## Today's PA Conference

Launched in 2015, the Today's PA Conference is an annual two-day event held in August at a prestigious Central London venue. It gathers together the PA community from across the country, and offers high quality educational content as well as outstanding networking opportunities. The Conference attracts over one hundred PAs, EAs, and other office professionals each year.

For more information about this year's event, visit [www.todaysPAconference.co.uk](http://www.todaysPAconference.co.uk)

“

The conference surpassed my expectations. I enjoyed it so much and felt empowered at the end and with a new lease of life for my new role as PA!”

Lucy Taylor – *Seatriever International Holdings Ltd*

“

I thoroughly enjoyed the conference and found the speakers to be very informative; a very diverse and good selection of speakers there. I took away a number of pointers that I can transfer to my own EA role.”

Kirsty Whitton – *Deloitte LLP*

“

I hired Paul to provide personal development to 10 board level PAs at Enterprise Plc in the form of a 2 day training session. The session covered a wide variety of subjects that he tailored to meet the needs of the PAs. The course was conducted at our offices and was excellent value for money. I cannot rate Paul's teaching highly enough, he gave us all a fresh perspective on PA working, saved us all time and provided brilliant tips. He understood completely how a PA works (as he has been one) and what a boss demands (as he is one). I would have no hesitation in recommending Paul as a provider of PA training.”

Elisabeth Lloyd – *Enterprise*

“

I learnt a great deal from the Today's PA course. Not only was it extremely beneficial, it was enjoyable, well organised and packed full of useful, practical tips. By using the tips and putting new systems in place, as soon as I returned to work, it made me more organised and allowed me extra time to concentrate on other, more important things. I highly recommend this course and already have another four colleagues booked to attend it.”

Simonè Meier – *Executive Assistant to the CEO of Cancer Research UK*

“

I would just like to say thank you for such a fantastic event. This was my first PA conference and I took away some really valuable tips, tricks and contacts back to the office. The set-up, venue and speakers were a brilliant choice.”

Charlotte Smith – *University of Cambridge*

# Name dropping

