

GLOBAL PA TRAINING

PERSONAL BRANDING WITH STYLE & IMAGE WORKSHOP

Thursday 7th October 2010
0930 - 1630
Central London

At popular request, we welcome you to a one-day workshop that focuses purely on First Impressions and Personal Branding.

This workshop will cover the following:

- Welcome to Me Ltd – making a great first impression?
- Understanding how others view you
- Knowing how to help others to see the best “you” that you can be
Dressing appropriately for any business situation
- Understanding how to avoid common mistakes that people make with their business attire

To maximise your professional opportunities you need to ensure you are a first class supplier to your employer, the way you look, sound and your use of body language allow others to form an opinion about you.

By gaining a deeper personal insight through our practical session involving 360° feedback from your colleagues and other delegates you will have the opportunity to develop and refine your Personal Brand for maximum positive impact in the workplace.

There will also be time to network and share best practice with colleagues. The learning that will take place will inspire you.

Testimonials:

“I left ... feeling upbeat and motivated having spent a brilliant day taking part in the workshops and networking with other PAs from organisations around the UK. It was just what I needed!” Jacqui – Sanctuary Housing

“I found the day very enjoyable. It was like breathing 'a breath of fresh air' into my daily routine, making me focus my thoughts on ME and my career, instead of always looking after someone else. The sessions were about the right length for a one day course as well as the class size. I look forward to attending similar events in the future.” Dawn - G4S UK & Ireland

“I found the course quite thought provoking and empowering. The material was delivered masterfully.” Jo Otieno - EDF Energy

Your Trainers

Sue Stokell has been working with Rosemary Parr and the Global PA Network for four years. She has also worked successfully with SMEs for over 25 years in an advisory and training capacity relating to business practice, marketing strategy, promotion and personal branding. She is an accredited independent advisor on Business Link projects and invited to speak at business networking events.

Gay Richardson established her own personal styling company Style Me Confident, 4.5 years ago having spent many successful years in sales and marketing. She trained at the London College of Fashion. Gay has earned a reputation as the Fairy 'Gok' Mother of Sussex as she has the ability to make her clients feel completely at ease, try new colours and styles that then make them look and feel fantastic, but more importantly restore their confidence. She specialises in mixing and matching outfits from the high street to create individual looks for clients and work within peoples' budgets.

Cost of workshop: Non-members price is **£395**
Global PA Network members price is **£350**

Discount applies for 2 or more delegates and for not for profit organisations.

Payment Terms: Payment to be made prior to the date of Workshop Invoice, BACS or via online payment at www.globalpanetwork.com
Please note Terms & Conditions of booking apply.

Please contact: enquiries@globalpanetwork.com or
Call Claire on 07759 927257

Benefits for your Manager of PA training and development

- Improved performance
- Development of employees' knowledge and skills
- Increased confidence and motivation
- Increased ability to take on additional responsibility
- Dress to represent company in a professional & respectful way
- Look appropriate & confident for all work related occasions.

Benefits for Delegates

- Knowledge sharing
- To be engaged and inspired
- Learn new skills
- Increase motivation and enthusiasm
- Encouragement of career progression
- Look & feel confident in what you are wearing
- Knowing how to always dress appropriately
- Surge in confidence