



**The Professional Organisation
for Secretaries, Personal
Assistants, Administrators and
Lecturers in Business Studies**

President: Miss Angela Hooper CBE DL

March 2002

Dear Member

**Spring Conference 'Vision without Boundaries', Saturday 27 April 2002
Novotel London West Hotel & Convention Centre, Hammersmith, London**

Enclosed is your invitation to this year's Spring Conference at the Novotel London West Hotel & Convention Centre in Hammersmith. A letter for you to give to your manager to help with obtaining sponsorship for attendance is also enclosed for your use, if required.

If you've never come to London before for the day's Spring Conference, why not join us this year? We guarantee you'll receive a very warm welcome. We've built in lots of time for networking, as well as providing you with two high calibre speakers on our theme of 'Vision without Boundaries'. CPD points will, of course, be awarded for attendance.

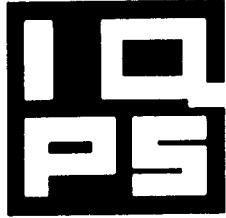
The conference marks the end of Professional Secretaries' Week© which will be celebrated worldwide from 20-27 April. So please come and join us as we continue to develop the skills needed to cope with our fast-changing working environments.

I look forward to seeing you on 27 April.

Yours sincerely

Sue Cook

Sue Cook FIQPS
National Chairman



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Dear Manager

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Your PA has undoubtedly made you aware that our annual Spring Conference will be taking place on 27 April 2002. This year's theme is 'Vision without Boundaries' and the background to this is explained further in the conference programme.

You will see that we have obtained two high calibre speakers who will cover the topics of presentation skills and effective self-management – two important elements of a PA's portfolio in today's fast-changing workplace.

IQPS conferences provide you with a more motivated PA following our sessions. There is no loss of business time as events are held at the weekend; the commitment of IQPS members is confirmed by attending in their own time.

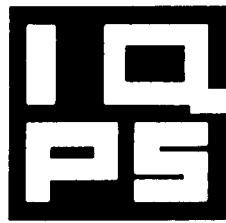
IQPS supports members' continuing professional and personal development through its formal CPD programme. Your PA can quickly and easily gain the first of their 35 annual CPD points by attending this conference.

I do hope that you will agree to sponsor your PA's attendance at this important conference - we guarantee neither of you will be disappointed.

Yours sincerely

Sue Cook

Sue Cook FIQPS
National Chairman



INVITATION

SPRING CONFERENCE

SATURDAY 27 APRIL 2002

PROFESSIONAL SECRETARIES WEEK[©]



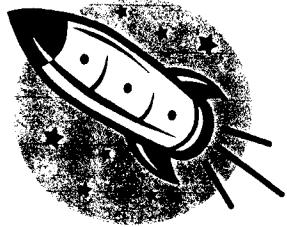
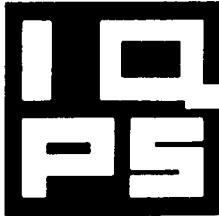
***VISION WITHOUT
BOUNDARIES***

to be held at:

Novotel London West Hotel & Convention Centre
1 Shortlands
Hammersmith
London W6 8DR

President: Miss Angela Hooper CBE DL

INSTITUTE of QUALIFIED PRIVATE SECRETARIES



VISION WITHOUT BOUNDARIES

Forty-five years ago, a group of secretaries had a vision. They wanted to create a professional organisation for secretaries – and IQPS was established.

Since that time, members have used the knowledge gained from attending IQPS conferences to give them a vision of ways in which to develop their careers, set career goals, and help them achieve their ambitions.

In 2002 the traditional career paths no longer exist. The pace of change in the workplace is becoming faster all the time. As the world changes, so must the people who keep the offices running smoothly.

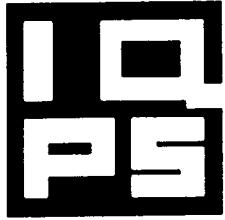
That means breaking down barriers to new ways of thinking – thinking ‘outside the box’ – and developing new ways of working. We have to recognise the differences that really are going to make a difference and ensure we stay ahead. Employers need to make a commitment also, and delegate responsibilities that better utilise the skills of today’s secretary.

I would like to invite you to attend our Spring Conference, where we will be looking at presentation techniques and effective self-management – two important elements in our portfolio of skills to offer employers.

I hope you will also take time during Professional Secretaries’ Week[©] to review both your professional and personal goals, to make sure there are no boundaries to your vision of where you want to be in the future.

Sue Cook

Sue Cook FIQPS
National Chairman



PROGRAMME

VISION WITHOUT BOUNDARIES

- 0930 Registration, Networking and Coffee
- 1015 **Welcome by the National Chairman of IQPS**
Sue Cook FIQPS
- 1030 **'Presentation with Impact'**
Ian Headon, HeadWhay Ltd

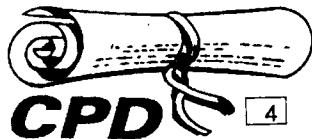
"I'd rather not be here than have to stand up in front of an audience and speak" – why do normally confident people turn into quivering wrecks?

An interactive workshop dealing with fear – learn how to overcome that fear through planning, preparation and presentation
- 1230 **LUNCH**
- 1400 **'Self Management is a Positive Attitude'**
Val Loveday, Love-to-Learn

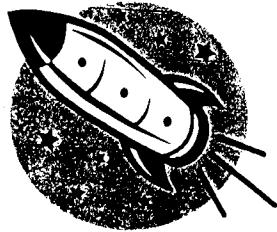
Unlock your true potential. Learn ways to succeed in life through positive attitude and effective self-management

An interactive workshop covering your true potential in brain power, managing yourself, becoming self motivated, getting things done, setting goals and objectives and being the best you can be
- 1600 **Close of Conference**
Sue Cook FIQPS

Followed by Afternoon Tea



INSTITUTE of QUALIFIED PRIVATE SECRETARIES



IAN HEADON

Ian Headon is Managing Director of HeadWhay Limited, a sales and marketing consultancy, offering the services of multi-talented consultants, delivering a product range consisting of strategic sales and marketing consultancy services, market research, sales and marketing analysis and sales and marketing planning. HeadWhay Limited works with its clients to increase their sales turnover, improve their profits and heighten their brand profiles.

Ian's career includes more than 14 years experience as a sales and general manager/director in industries such as electronics, plastics, components, and a short time within the financial sector with Lincoln National Group (he has regular contracts that involve working with HSBC Bank). He has significantly increased the sales and turnover and profits for his employers and clients over this period by formulating and implementing strategic plans for their businesses. During this period Ian also developed a bespoke people development consultancy that is the forerunner of HeadWhay Limited

Ian, through a highly participative workshop, will help us understand why normally confident, intelligent people turn into quivering wrecks when faced with public speaking and teach us how to overcome those fears.



VAL LOVEDAY FLIA (dip)

Val had a successful career in teaching culminating in a 7 year position as Head of Special Education at a comprehensive school in Cambridge, and being awarded a secondment to Homerton College, Cambridge, to develop innovative learning materials in arithmetic for school leavers.

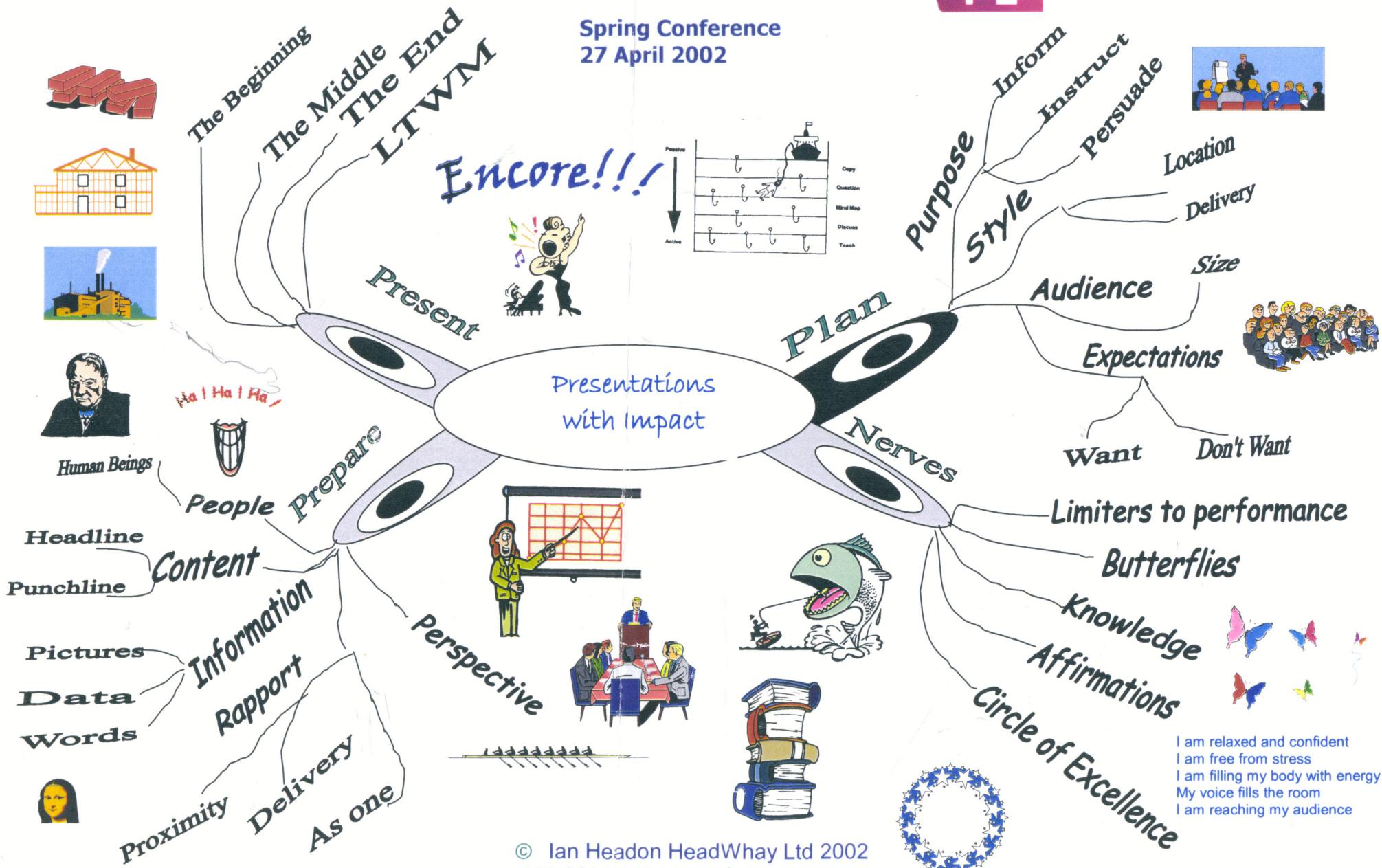
Val joined the Financial Services Industry (Barclays Life) 13 years ago where she progressed from Adviser to Sales Manager within one year, to Area Sales Assistance within two years of Management and had her own region to run as Field Sales Manager after a further two years. With the introduction of the compulsory FPC, and with her background of training, she moved across to Education and as Education Officer was instrumental in getting the entire sales force to pass their FPC examinations. Val then went on to design and deliver training for the AFPC.

Three years ago she joined the LIA (Life Insurance Association) to take up a new position as Head of Training and Development. Val helped to write and run the various training events for the LIA and in particular the Financial Planning in Action workshops for technical and management training. Val's other duties included working on various educational committees for development of new training initiatives and examinations as well as helping to run the prolific speakers bureau for regional meetings.

Val is now a Keynote speaker and Sales Consultant for her own company Love-to-Learn but maintains her work with the LIA as their Education Consultant. She specialises in designing sales courses that are tailored to the individual Company.



Spring Conference
27 April 2002



'Event renews pride'

A look at our
'grand and
motivational'
conference
through the eyes
of the 'blue dot
brigade'!

AFTER THE INITIAL shock of getting up early on a Saturday, whilst still suffering from celebrating on Wednesday, I looked forward to the day with anticipation. I would finally be meeting other members of an organisation who all enjoyed their work and were keen to continue their professional development.

Amazingly, I didn't meet any other members until I arrived at the rather grand Novotel Hotel. We were greeted by Louise Porter who directed us to the conference room where we found a choice of tea, coffee, orange juice and danish pastries all neatly laid out. At the registration table Amanda Bedford issued me with my delegate badge, where I found I was a member of the "blue dot brigade" - a clever ploy to show that you were a first time attender, so you had an instant rapport with other blue dotters and were not left standing alone by others.

Sue Cook congratulated me on coming third in the LCCIEB UK top secretary awards in her welcome speech, which led to further congratulations by other members later, and of course it was a good conversation starter.

Ian Headon provided a lively, interactive workshop and he won us over instantly with his charming manner and charismatic nature. He explained that the fear of presentations could be overcome by careful planning and that presentations should stimulate all five senses to meet the

requirements of auditory, visual and kinetic. We must understand the purpose of our presentation and how to persuade.

We all descended on the restaurant for a meal. It was a rather welcome, although it was impossible to sit down, on offer. However the extremely helpful and friendly staff were there to help.

Val Loveday followed in Ian's footsteps very well. She followed up on the pointers mentioned earlier and how to use them to develop our presentations. Val's pointers on motivating ourselves and goal-setting were indeed a positive attitude.

Sue closed the conference with gifts for us all. We all had to make journeys home, some much longer than others, but all with afternoon tea.

It was good to put faces to so many names. Ian Headon and Sue Cook Branch members and those I had chatted to during the day. There was a chance to meet like-minded people and discuss our presentations. Sue completed the Executive Secretary Diploma.

Presentation confidence: Ian leads by example

Strategies to counter nervousness, fear of making mistakes, equipment breakdowns, interruptions... and straying from the point!

From then on the advice came thick and fast. Ian told us that he knew that he'd lose some of us at some point or other during the morning, but was confident that he'd get us back. As for making mistakes, the important thing was what you did next, and to learn from your mistakes.

It was also important not to put barriers between us and the audience, such as a table or, even worse, a lectern. If you want to share information with your audience you have to be part of it. Watch your body language, as it can give messages which are different from what you want to convey. You must know your audience, so you can address it appropriately. You must learn to control your fear, and Ian gave us some strategies to do just that.

We were told we all have a shoulder top computer (our brain!) which is more powerful than anything Bill Gates can

produce, and we do not use it. We were given an exercise to prove that we could all improve on our ability to retain information. We looked at a list of 20 words, memorised it and wrote down as many as we could (most of us managed about half the list). Ian then went through the list again and gave us associations between the words and their position in the list (eg 1 = tree; 16. = sweet). We then re-did the exercise and, surprise surprise, we managed to remember all the words. By using our memory more effectively, we can ensure we won't dry up when we present.

Planning - lack of planning is tantamount to disaster. We must plan for what we see, what we hear and what we feel during the presentation. We must clearly understand the purpose of the presentation. During our presentation we must inform, instruct, persuade. We must decide on the style of the presentation (theatre or informal, or whatever suits the



Ian Headon with Marion Goldacre LIOPS.

message), on the location, and we must understand what the audience expects from us. We must appeal to the audience and ensure that the people in the audience are on our side.

Ian then had us stand up and find a delegate we had never met before. We had to discuss what he had told us for two minutes each, thereby proving to us that it is easy to speak one-to-one. If we see our presentation as a one-to-one with each member of the audience in turn, it will be easier for us to communicate with them. Ian recommended that we make eye contact, but reminded us that the British think that if you look at a person for more than three to five seconds, then it's a stare!

In terms of props, he advocated caution when using PowerPoint. Dark room = sleep! A PowerPoint presentation without expanding on it is an insult to the audience. We can all read - so if the written message is the best way of

'In our profession'

ditory, visual and kinesthetic learners. We need to pose our presentation in order to inform, instruct and

on the restaurant for a buffet lunch, which was by now though it was impossible to choose from the large variety the extremely helpful and polite staff were on hand. followed in Ian's footsteps very well and continued in the lively style. She followed up on the different learning styles and how to use them to develop our brainpower. We also had ourselves goal-setting and we understood that self-deed a positive attitude.

conference with us for two speakers and before our much longer than others, delightful cakes were served

faces to many names including other Wessex and those I chatted to on the DeskDemon website. It met like-minded people, including members who had also achieved Secretary Diploma.

Annabel Brash MIQPS
Wessex

THE IQPS Spring Conference was my first visit to a National Event (having joined IQPS in November last year) hence my name badge was emblazoned with a blue spot. This proved to be a brilliant idea, as many of my fellow members, upon noticing this emblem, made a special point of introducing themselves and welcoming me - thank you!

My sense of pride in our profession was definitely renewed, and I certainly returned home motivated - I shall be trying hard to gain that CPD certificate this year!

I'm also looking forward to attending the Liverpool Conference in the Autumn - and will make a bee-line for anyone sporting a Blue Spot!

Chris Johnson AffIQPS

'I just wanted to put fingers to keyboard and say I enjoyed the above event and as a first time attendee everyone made me feel welcome.'

Maria Locke AffIQPS

Val puts our minds to valuable rest . . .

VAL LOVEDAY of Love to Learn made the afternoon session just fly by. She said that we use less than 1% of our brain, and yet the brain has more capacity than the largest computer in the world! More and more people are realising the potential of the brain, such as athletes who visualise their victory as part of their training schedule. With the right attitude you can do anything!

We undertook the exercises that Val suggested to release tension at work and give your mind a chance to rest. Repeat each of the exercises five times:

- Raise your hands above your head, and try to touch the ceiling. Do this one hand at a time then both hands. Hold and stretch for 10 seconds.
- Pretend you are swimming the backstroke - rotating each arm backward.
- Slowly lift your shoulders towards your ears, and then roll them backward and down again, making a complete circle
- Stand up straight, clasp your hands behind your back and squeeze your shoulder blades together.
- Lift your head and try to gently touch your right ear to your right shoulder then repeat for the left ear and shoulder
- Gently massage the palms of your hands and fingers for 60 seconds each
- Spread the fingers of both hands far apart and hold for two seconds and then make your hand into a fist and hold for two seconds
- Turn your palm facing up, and, with your other hand, press it toward your body until you feel your muscles begin to stretch. Hold for five seconds then relax. Repeat for other arm
- Make a fist with both hands and press it towards your body until you feel your muscles stretch. Hold for five seconds then relax
- Hold your arms away from your sides and slowly rotate both wrists ten times in each direction as if you were drawing circles with your fingertips

Val then outlined the GROW principle:

Goal - Can you achieve it? Is it realistic?

Reality - Where are you now?

Options - How will you achieve it? What do you need to do?

Will - Do you have the will to do it? Do you really want to achieve it?

If you apply this principle to your goals in life, you can succeed in anything!!

Val Loveday and her company Love to Learn are available for training days and conference speaking and can be contacted on 01285 720 891 or val.loveday@love-to-learn.co.uk

Kezia Stenzhorn AIQPS
East Midlands

s by charismatic example

conveying that particular piece of information, do you REALLY need a presentation?

Ian reminded us that our depth of learning goes through stages, from passive learning, when we only listen, to active learning, when we ask questions, create mindmaps, discuss and share information. The more our audience participates in the learning process, the more it will remember.

We were also reminded that we have different perspectives on the same information. Ian showed a picture of a woman and asked us whether we could see only a young or an old woman. Some people could see only the young woman, some only the old woman and some both! Other images were shown to reinforce the message. Ian pointed out that we must understand how our audience will perceive the information we give them, otherwise we will lose half of them.

In order to present with impact, we need a heading and a punchline. To convey our message we paint a picture, present data, use words. We need energy to touch our audience and we must create a rapport with them.

We must be clear in what we say and how we say it. To emphasise this point Ian had another exercise for us. He split us in two groups, and paired a member of one half of the audience with a member of the other half. He passed around newspaper cuttings and asked the one half of the pair to 'dictate' the contents of the cutting to the other half without moving from their position. Chaos ensued. The point that it is easy to create confusion was proven very eloquently.

A presentation must have structure. It must have a beginning (introduction, agenda, objective), a middle (core content, argument) and an end (summary, follow up, actions), with a close (thank you) and a questions and answers session

if needed. Of course, us being us, there wasn't a Q&A session at the end, as we'd been asking questions all along.

Ian expanded on the different types of individuals who make up an audience that we have to cater for: close or open people who are either task or people orientated, and who will ask questions or tell their experiences. We have to understand each type and cover their 'needs' in our presentation.

The subject of NERVES was very much at the forefront of the audience's minds. Ian had a superb strategy for dealing with butterflies. Imagine the butterfly is on your hand, not in your stomach. It tickles your hand, as it's so light, and if you put your lips together, you can blow it away. You do not want to squash it flat by hitting it with your other hand. What you want is for your butterflies to fly in formation. You train them. You practise, practise, practise. You prepare mentally, you have the knowledge. You can also stand in your circle of excellence. You close your eyes, you relax and feel good about yourself, then you take a step forward and enter your circle of excellence. Remember, you are invincible when you are in your circle. Your ability to succeed is only limited by your will to succeed.

And finally, LTWM. When you finish your presentation, Leave Them Wanting More.....

With his charisma, Ian did just that. He put into practice every strategy he preached. He involved his audience, he exuded energy, he was obviously rehearsed, prepared, knowledgeable and he understood his audience. Ian made it look so easy, I am now convinced I can do the same - with a bit of practice, practice, practice.

Nella Statham AffIQPS
Wales/Cymru